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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIII.

NEW YORK, OCTOBER 6, 1910.

No. 1.



UNIV. OF MO.

OCT 8 1910

LIBRARY

MR. C. T. MILLER

(B. A. I. S. 1907)

who has represented us
for several years in the
West has been appointed

Manager of our
New England Branch Office

Old South Building, Boston

Philadelphia

New York

Boston

Chicago

"In The Day's Work"

"THEY" made women's garments —and advertised much the same as everybody else. Quality, style, workmanship—good talk in good medicine that made good business.

But there was a chance for the *best* business if that merchandise could show a non-competitive and vitally superior argument.

The way was found and now American women are learning to prefer their line for a reason that nobody can copy.

How much does that multiply the value of the advertising?

Name on request.

FEDERAL ADVERTISING AGENCY

"Put it up to men
who know your market"

New York

Chicago.

Cleveland.

St. Louis

659.105

791

v. 73

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIII. NEW YORK, OCTOBER 6, 1910.

No. 1.

THE BUYING SIDE OF THE 'ADVERTISING MANAGER.

THE INCREASING COMPLICATION IN SECURING THE RIGHT "BUY"—THE SCHOOLING NECESSARY FOR SUCCESSFUL PURCHASING—THE "LAST DITCH" ARGUMENT AND SOME SOLICITORS—ADVERTISING MANAGER NEEDS THE UNUSUAL COMBINATION OF BOTH GOOD BUYING AND GOOD SELLING ABILITY.

By George P. Metzger,

Advertising Manager Columbia Phonograph Co., New York.

Whether, when, where, what, and how to buy in the advertising field, is a problem plenty big for the cock-surest man in it.

I never played auction bridge, and after having its intricacies detailed to me by a friend during seven courses of a table d'hôte dinner, I think I don't want to play it; but as my attention wandered from his explanation to a somewhat more interested comprehension of the broiled mushrooms, I was impressed by the similarity of advertising and auction bridge, in that for every positive decision there are seventeen separate "ifs" and "provided"s to be weighed and sorted.

And the longer I put in my time among the high-piled booths of the crowded advertising market-place, the surer I become that it takes a long while to be sure.

Like living with a gasoline motor: For a long while I was badly puzzled by an apparently causeless tendency in the after cylinder of my marine engine at inexplicable intervals to miss explosions. Time and again, I checked off every possible error of coils, batteries, plugs, cables, carburetor and fuel, separately and in their manifold combinations, and after several weeks I reached the illu-

minating conclusion that with all mechanical and electrical conditions fulfilled, the after cylinder would nevertheless miss explosions occasionally on the second Thursday following a cloudy Monday, if started without priming before 11:15 a.m., provided no lunar first-quarter intervened between those dates. And then it missed explosions on a Wednesday, and I had to start over again.

The whole advertising problem looks much simpler than that to a novice—and often enough I am afraid to those hard-headed and mathematically-minded bodies called boards of directors.

GETTING HARDER EVERY YEAR TO BUY.

Buying right is a bigger operation than saving on the price—and you can put that in a frame.

Consider the magazine field for evidence. It is getting harder every year for the advertiser to get a crop out of it. There are new publications sprouting up all over the landscape all the while—and their increase is much faster than the increase of population according to the last census, and, as I believe, much faster than the tendency of the people to read; and the rates are higher. Meantime the advertiser's competition is likewise increasing.

All the good, worth-while publications in the field, if taken on in fair-sized space, would exhaust any annual appropriation over night, which indicates that the place to stop is a long way back of the X Y Z's. Anyway, for my part, if I cannot go as far as I like, I am trying to be sure as far as I go.

Undoubtedly the real heart of the reasons back of an advertising campaign, including the selection of certain media, is never set down in type. The whole truth

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of purchasing methods and motives cannot be bared, in any business. But the advertiser probably has a true reason behind everything he buys and everything he refrains from buying—and justifies his acts to his solicitous friends and enemies as well as he can without telling them all about the details of the scenario behind the curtain.

The buyer of advertising must make his own decisions. He must button up his ears against his personal good friend, whose living depends on what he sells to his friends, and likewise against the able logician who stands up straw men and knocks them all down, and then builds a bomb-proof argument for his own publication that otherwise would persuade the stubbornest buyer to loosen up or switch over.

There are all grades of solicitors—and some few of the publishers' representatives, I will admit, are persuasive enough to induce a vegetarian to eat dog meat. When I have a session with that class of counsel, I have to ask myself if they wouldn't be just as convincing if they were to take a new job at double salary with the *Female Home Journal* or *Hoxey's Magazine*, and then once more decide for myself in the light of "what I know about my own business,"—making my own mistakes, admitting them and profiting by them.

BUYING AN AUDIENCE.

When the advertising man buys space in a publication he buys an audience—yes, I know you've heard that before, but it is more important to be lucid than to be original. And until he feels fully familiar with that audience, it is reckless for him to neglect to hear what that publication's official reasons for existence are—and then weigh those reasons against what he already knows or believes, and make his own decision.

It's necessary to take care not to be more than fair to the individuality of one salesman, or less than fair to that of another. It is incumbent upon the buyer of

space not to be influenced unduly by the facile persuasiveness of the past-master in the art of barter and exchange, nor yet prejudiced against the offerings of the salesman whom he instantly yearns to take apart because of his saw-filer voice, or his overbearing meekness, or because of no reason at all. It seems to me wise to salt the statement of your good and enthusiastic friend, and for your own sake and for the good of the house, to give a fair hearing to the man of whose personality your opinion is "as follows."

I have sold goods, and I happen to know that in some places the impression I made was very much like that of Canada money on a car-conductor. And I find myself now, on the other side of the table, being affected very much the same way by some salesmen. Usually I don't know why it is, and I try not to let it influence my decision in any degree. But I look out of my east window sometimes when work is piled up high enough to hide the clock, and feel like a rusty tug hitched by a three-inch hawser to the biggest car float in the harbor, and the tide running out—so busy trying to do three things at once that I sometimes put my pipe in my ear and try to smoke the telephone—and those are not the times when it's easiest to greet affectionately a new space-salesman who has to spoon out a slow tureenful of lukewarm preliminaries relating to meteorology. I can get the weather report out of the morning paper.

IN THE OTHER MAN'S PLACE.

Putting yourself in the other man's place I have found to be just as important in buying what he has to sell, as in selling what you have to sell—which means that it is all-important.

To the man whose business it is to both buy and sell, his buying is a profitable means of observing the salesman's methods of selling. It is sad to observe that so many salesmen have themselves and their jobs so much in mind that their last-ditch argu-

The Chicago Tribune

The World's Greatest Newspaper

ONE CENT

In Chicago and suburbs

Beginning Monday, October 3rd

At the zenith of a record-breaking and record-holding career in the field of two-cent newspapers, The Chicago Tribune enters a wider sphere of usefulness and opportunity. Here are the footprints of The Tribune's progress in the past five years:

Year	Average Daily Circulation	Average Sunday Circulation	Columns of Advertising
1905	150,048	229,887	27,897.83
1906	158,931	246,373	32,497.84
1907	159,754	315,841	33,107.03
1908	160,641	292,636	33,656.86
1909	173,701	295,412	37,814.85

For the nine months of 1910, The Tribune, as usual, increased its advertising over the corresponding nine months of the year before, and at a time when its circulation is at the greatest height of its history, becomes the newspaper of the *most* people as well as of the *best* people.

Paid circulation Friday September 30, 175,465
 " " " Sunday " 25, 343,668

The Chicago Tribune, in the hour of its greatest success, closes the greatest chapter of two-cent journalism. These two records in circulation and advertising will never again be equalled by any other two-cent newspaper, and will always remain as a monument to The Tribune's complete supremacy:

- 1.—The largest two-cent morning circulation in the United States.
- 2.—The largest volume of advertising ever printed in one year by any newspaper in the six largest cities of the United States.

The Tribune remains a two-cent newspaper in quality and size and becomes a one-cent newspaper *only* in price.

You used to use The Tribune to reach all the best people
Now use The Tribune to reach the most people as well as the best

ment is that the sale of a certain space would please them very much indeed—and this after you have given them half a dozen good, sufficient and really truly reasons why a purchase is impossible. I have often wondered if that last-ditch argument ever worked anywhere. It's a cold-blooded world.

It does seem hard to convince some salesmen that the advertising manager hasn't the year's appropriation in currency stowed away in the top right-hand drawer of his desk to be used as needed like petty cash, and that extras and additions to the appropriation cannot be as readily laid out on the spur of the moment as laundry money.

There are advertising managers, I hear, who consult with their boards of directors once a year, and hold the purse strings direct all the rest of the time—but I believe they are few. Most of us have to do a heap more soliciting than the solicitor—to make our case and win it and report on it at frequent intervals afterward. There are plenty of reasons for going behind the returns for the sake of the future, and I believe most of us are doing it all the time either because we want to or because we have to.

MANY KINDS OF KNOWLEDGE AND EXPERIENCE VALUABLE.

It's hard for the man who discovers something that everybody knew before to refrain from rushing into print and stating it nevertheless; and that's the way I feel about the value of experience. I guess everybody except me has gone on record orally or in type to the effect that every bit of experience a man happens to have behind him is valuable to him both in buying and selling.

There was a long time when I couldn't figure out how the experience I was getting could ever be of value to me, but in one way or another it's brought home to me plainly every day now. As printer's devil at fourteen, I believe I did about as many different kinds of work as could be done within the same period by

man or devil. I've been second assistant hostler, part-time shoe store clerk, copy reader, compositor, proofreader, factory hand, city salesman, repairman, retail dealer, commercial missionary, traveling salesman, mail order advertiser and special writer in almost every honest line of advertised commodity from food to footwear—and every day of that experience is now apropos: every day it's all touchin' on and appertainin' to.

If it had not been for that experience, I do not think I could be content to give patient and fair attention to the over-persistent space-salesman. One hot summer I was assigned a worked-out metropolitan territory in which to sell without "leads" the worst-built writing machine that ever tripped over its own escapement. It would do everything but misspell. It would write cuss words in capital letters at times in spite of the operator's heroic self-control, and to her extreme embarrassment.

I entered many a New York building with determination and zeal and a good argument, and returned early to the radiating sidewalk slightly ahead of, but closely associated with, the rude, coarse janitor.

And I sold some of those typewriters without "leads" or introductions to busy men by harassing them until they signed away their souls, admittedly to get rid of me. I know now how wrong the whole selling method was, even for that unnameable mechanical abomination, but the undiscourageable persistent line of work *does* make sales in some lines, and I don't doubt it fills advertising space at times. But in space-selling, re-orders are too essential for a salesman to risk his all by over-persistence in securing the first order if it involves harassing methods and leaves the buyer wilted in his chair and the door locked.

THE PERSISTENT FELLOW WHO SOLD RAZORS.

Persistence, within bounds, in selling an article that a salesman



The Strong Arm of Business COLUMBIAN MAGAZINE

P. M. RAYMOND
Advertising Manager
One Madison Avenue, New York

HUGH KAPP
Western Advertising Manager
709 Marquette Building, Chicago

really believes in, is, of course, so necessary an equipment of the space-salesman that it has been preached about unendingly. I bought a razor a while ago. I didn't want a razor, and I didn't want to talk, but the razor salesman got inside the office somehow and produced his wares. His vocabulary was limited, but concise. "Buy a razor," he said in faultless Flanagan. Don't want a razor. "I'm a cootler by thrade. Thot's a good razor, buy thot." No. "Buy thot." Nope. "Buy thot razor." Don't need it. "Buy thot razor." Too busy to talk. "Buy thot razor." Well, I had used up all my answers, and of course a man always can use another razor, and it was, as it turned out, a very fair razor, and he went away with my money. He may or may not have been a cootler by trade but he was a jim-dandy by profession.

Most space salesmen never really create business. Their mission is to chop off a share of it. I know that many of them are merely assigned to "handle" a customer, or to persuade him to divide his appropriation to include their publication, or to switch it over bodily, or to continue it when he had intended to drop it, or to enlarge his original contract—although we all can at once mention certain publications that have deliberately gone out to create new advertisers, and have made successes for them.

THE SUBTLETIES OF SOCIAL OBLIGATIONS.

The buyer of advertising space has to know, or believe he knows, just as much about the space he is buying as the space salesman who sells it. And he must keep free from entangling alliances—for the most cautious man in the business is likely to be influenced or obligated by a chafing dish of chicken a la King, no matter how indignantly he protests to himself that he isn't. I have heard it suggested that it is a good scheme to allow yourself to be fed only by the man whose goods you have already decided to buy, or by the man whose trousers you have de-

termined to acquire for yourself.

It's a good thing for the buyer of advertising space, or of box shocks or of anything else, not to allow himself to be placed where it is hard to say "no," but it is twice as foolish not to say it, nevertheless.

The buyer must be as alert as the salesman, and it's just as hard for a man naturally keen and alert to buy with a bad liver as to sell with a grouch. Also, on his enthusiastic days he must force himself to remember every minute that what is so "special" that it requires to be bought with celerity, must nevertheless be paid for with real money.

The advertising buyer has a job big enough for any man. He is buying space, or restraining himself from buying it; he is buying printed matter; he is buying art work; he is buying ideas, if he can—and he is not only buying, but he is selling. He is not buying a commodity to sell it again, but buying a commodity to make other commodities sell.

The rates for blue sky are advancing, and the horizon widening all the time—so that the harder it becomes to decide where to invest, and the harder it becomes to know where to stop, the more it costs every month.

It's like this: When you have figured out 900 interesting and possible kinds of space to buy, and weeded the whole down to 22 probables, and 6 certain, you find that you have exceeded the tentative limits of your appropriation by 52 per cent. Then you put three pints into your quart measure, condense, squeeze, divide, subtract, sift, and proceed as before.

The announcement is made that George W. Craig, formerly advertising manager of the Standard Sanitary Company, Pittsburg, has been appointed manager of the copy department of the Cleveland office of the J. Walter Thompson Company. The same office announces the appointment of F. Bosworth, formerly assistant advertising manager of Halle Bros., Cleveland, as a member of its copy department staff.

The Cincinnati Advertisers' Club held a Georgia watermelon party on September 21st.

The Wisconsin Agriculturist

Carries your advertisement as a personal message into *every sixth home* in a state whose people are earning over two hundred dollars a year *more* than the country at large, and who for ten years have felt the buying impulse of an increasing income.

Yet Wisconsin Agriculturist Space costs no more per thousand than average mediums.

Where else will you find such an ideal advertising combination of prosperity desire concentrated — energy and low advertising cost?

The Wisconsin Agriculturist

ARTHUR SIMONSON
Publisher
Racine, Wisconsin

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

Geo. W. Herbert,
Western Representative,
First National Bank Building
Chicago.

Member Standard Farm Papers
Association.



**The Wisconsin
Agriculturist**
Blankets the State



WORLD MAKES FIVE NEW HIGH RECORDS

1.

WEEK DAY RECORD:

Tuesday, Sept. 13, 1910, The WORLD printed **6,407** Ads.—**548** MORE than The World or ANY OTHER newspaper ever before printed on any week day.

2.

SUNDAY RECORD:

Sunday, Sept. 19, 1910 The WORLD printed **10,107** Ads.—**493** more than ever before on any Sunday.

3.

WEEKLY RECORD:

During week ending Sept. 24, 1910, The WORLD printed **40,048** Ads.—over **16,000** MORE than ANY OTHER American newspaper, and **330** MORE than The WORLD or any other newspaper ever printed before in any one week.

4.

MONTHLY RECORD:

During Sept., 1910, The WORLD printed **160,368** Ads.—**MORE THAN ANY TWO OTHER** New York morning and Sunday newspapers COMBINED, and **11,498** more than The WORLD or any other newspaper ever before printed in any one month.

5.

NINE MONTHS' RECORD:

During the first nine months of 1910 The WORLD printed **1,177,799** Ads.—**12,072** MORE than same period last year, and **OVER 450,000 MORE THAN ANY OTHER NEW YORK MORNING AND SUNDAY NEWSPAPER.**

NOTE.—The net paid circulation of the Morning World exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

jobbers intimated their willingness to capitulate to the advertised article, and to do their best to push it. Later the others joined the ranks. And so the Slidewell Collar was put out through the jobbers—a thoroughgoing trade paper campaign being the very first step of all—and has been a success.

The history of a forthcoming new line of advertised Hallmark Shirts will doubtless prove to be about the same story over again on a larger scale. They will be put before the consumer for the first time next spring, probably in March, after a considerable period of missionary work and planning.

The trade name "Hallmark" came as an inspiration. The term "Hallmark" has for centuries stood as proof of absolute quality. It was used in the 16th century by the Goldsmith's Company of England as the final of all guarantees of the purity of gold and silver articles. It is said that in England an ancient law made it a capital offence to place the "Hallmark" on spurious goods.

The Hallmark Shirts have long been planned, and many months ago intimate friends in the jobbing trade of the members of the Hall, Hartwell & Co. firm hinted to the latter *sub rosa* that they had at last come to a new perspective as regards advertised shirts. They expressed their willingness to co-operate in pushing a line of such goods, if only some manufacturer would not put them out direct to the retailers. This put a new aspect on the situation, and almost immediately underground lines of communication were set in motion which were estimated to sound the general sentiment of the jobbers on this ticklish subject. In a short time very favorable reports came in relative to a jobber-handled, advertised line of shirts, made to sell at popular prices.

As long ago as last winter, plans had been perfected and Hall, Hartwell & Co. had begun to sign up the jobbers' advance orders for shirts. This was done in a diplomatic manner. The very largest jobbers were tackled first, the members of the Troy firm

writing and calling in person upon those large jobbers whom they knew personally. When the majority of these had been "lined up," it was a comparatively easy matter to approach the smaller jobbers, especially when the solicitors could carry with them a complete prospectus of extensive advertising, to be run in the trade papers, and to be aimed at the retailers in the interests of these very jobbers' sales. They also carried the plans for an extensive campaign of consumer advertising, to be started in due season, such as must be of vital interest to retailers in turn.

A NATURAL CAMPAIGN FOR DISTRIBUTION.

In these days, when so many advertising manufacturers are attempting to take Father Time by the forelock and anticipate success by forcing distributing as a result of a strong consumer demand, it is a relief to meet with the reverse method, namely, a logical attempt to develop distribution naturally, by trade paper advertising, in advance of any consumer demand upon the dealers, suddenly produced.

The Hall, Hartwell & Co. trade paper advertising constitutes one of the best calculated campaigns of this sort which has come to light in some time. It was begun in September of this year, and includes not only the dealers' trade papers, such as the *Haberdasher*, the *Apparel Gazette*, the *Clothier and Furnisher*, the *Twin City Bulletin*, the *St. Louis Drygoodsman*, and the *Merchants' and Manufacturers' Journal*, etc., but a considerable list of exclusive jobbers' trade papers as well.

A large proportion of this trade paper advertising has been in two colors. The new line of shirts has been shown in illustration, and a strong argument in the text has clinched the appeal. The opportunity to link up with the Slidewell Collar reputation has not been lost either, every ad carrying a cut in the corner, showing the Slidewell construction.

At the present time, considerable work is being done with the

jobbers' salesmen by mail. Every kind of suggestion as to how to best approach the dealers in their territory and obtain their orders is made. The names of these salesmen have been gotten from the jobbers themselves, and the letters sent to them have, as a rule, been specially dictated.

The Hailmark Shirt consumer advertising will commence about next March, and will include a large list of the national magazines and other mediums estimated to reach men readers particularly well.

The Hailmark selling plan is bound to be watched closely. There is at stake in connection with it much more than this one campaign, but, in addition, a general principle of modern merchandising. Its success or failure will largely influence the future attitude of many jobbers toward nationally advertised goods.

WHY THERE'S PROFIT IN BEING AN "ORDER-TAKING" RETAILER.

WATSON FLOOR & ROOF COMPANY.

SAN FRANCISCO, Sept. 23, 1919.

Editor of PRINTERS' INK:

I have read with a great deal of interest the article entitled "Private Brand Manufacturer Hits Back," from the pen of V. B. Brown, appearing in your issue of the 15th.

Mr. Brown's arguments about the narrow margins allowed the retailer by well-advertised groceries sound very convincing until one remembers that while Mr. Grocer is selling one tin of his private brand of baking powder his clerks are handing out a dozen or so of Royal or Calumet. He makes a larger profit *per tin* on his own brand, perhaps, but the volume of sales on the others makes them more profitable. Beside, the grocer is turning over his stock faster, and what retailer isn't anxious to keep his stock fresh and moving? The manufacturer of an advertised brand is doing the retailer a service by bringing about, at his own expense, a most desirable retail condition, viz., large and quick sales.

Again, a retailer is in business to make a living and not to get training as a salesman. He wants to sell goods and he wants to make as many individual sales as possible. If he can do so quicker as an "order taker" than as a "salesman"—if he can dispose of a customer quickly and save time by giving her what she asks for—I don't believe his pride is hurt by being deprived of displaying his ability as a salesman and incidentally keeping other customers waiting.

W. THEODORE WATSON.

THE CHEERFUL LIAR AND NEWS-PAPER GRATITUDE.

BROOKLYN, Sept. 22, 1919.

Editor of PRINTERS' INK:

One of the latest manoeuvres of the slippery Dicks and wise guys who guide the business destinies of various concerns in New York is to insert an advertisement for something in one of the big daily papers and then write to the business manager of the sheet and tell how many thousand replies were received from the ad. and what an A No. 1 medium the big daily in question is any way. The advertiser expects the letter of appreciation he writes to be reproduced with a black border on the front page and sometimes it is. We may not be much surprised if we see something like the following with the same black border in our morning paper when we look it over:

BUSINESS MANAGER,

The New York Morning Argus,

Dear Sir:—

So extraordinary were the results obtained by us from the advertisement we inserted in your valuable medium last week that we feel impelled to express our appreciation for the genuine excellence of your publication as an advertising medium.

We received 96,347 replies to the ad, which was as follows: Wanted—A man of dignity and importance who wears a fancy vest to sit at a large desk already provided and look wise; must boss two little coons in uniform and tell people who come near him where to get off. Salary, \$30,000 a year. Hours, from 11.30 a.m. to 3.30 p.m., with 2½ hours for lunch.

Yours appreciatively,

The Hopenot-Butmaybust Securities Co.,
16 Wall street,
New York.

It needs but a few steps further from present developments to reach this pinnacle of praise.

A. B. MCTAMMANY.

The Kansas City Advertising Club held its first meeting of the fall September 13th, when the principal speaker was Thomas W. Todd, advertising manager of the Butler Manufacturing Company, Kansas City. Mr. Todd spoke on "Paying the Price of the Piper." He dealt largely with the necessity of careful investigation into the merits of articles to be sold before any heavy advertising expenditures are made.

The Giles-McAllister Advertising Agency, of Salt Lake City, announces that it has taken larger quarters in the Boyd Park Bldg.

The Advertising Club of Oklahoma City was addressed on September 14th on "The Psychological Side of Advertising," by Dr. George H. Bradford, Chancellor of Epworth University.

The Board of Supervisors of Santa Rosa, Cal., has been asked by the Chamber of Commerce of that place to make a levy of 2 cents allowed under law for advertising the resources of the county.

One Cent

On Monday, Oct

the Week Day Issu

The Chicago R

Was reduced in price from

ONE C

The high standard of THE CHI
will be maintained, and it will con
Newspaper of the Middle West

New York Office 437

One Cent

One Cent

Day, October 3rd,

k Da Issue of

go Record-Herald

in price from Two Cents to

ECENT

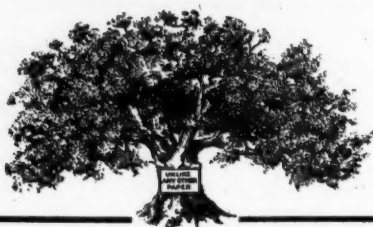
THE CHICAGO RECORD-HERALD

t w continue to be the Best Family

West

Office 37 Fifth Avenue

One Cent



FARM JOURNAL QUANTITY STATEMENT

For advertisers who like to know the plain facts, here is our account of subscriptions to the **FARM JOURNAL** by States, as taken from our books on June 30th, 1910:

Alabama	2,958	Ohio	53,677
Alaska	133	Oklahoma	8,857
Arizona	1,394	Oregon	8,456
Arkansas	3,956	Pennsylvania	107,475
California	15,776	Rhode Island	3,999
Colorado	8,552	South Carolina	2,501
Connecticut	16,647	South Dakota	5,787
Delaware	4,390	Tennessee	6,095
District of Columbia	1,196	Texas	9,128
Florida	2,476	Utah	3,428
Georgia	3,647	Vermont	7,145
Idaho	4,550	Virginia	16,079
Illinois	42,287	Washington	12,543
Indiana	25,211	West Virginia	12,372
Iowa	25,742	Wisconsin	19,980
Kansas	19,062	Wyoming	1,447
Kentucky	9,276		
Louisiana	2,456		727,650
Maine	10,230	Canada	15,661
Maryland	14,993	Foreign	2,192
Massachusetts	25,669		
Michigan	29,878	Total	745,503
Minnesota	12,938		
Mississippi	2,356		
Missouri	19,397		
Montana	4,269		
Nebraska	13,800		
Nevada	812		
New Hampshire	7,749		
New Jersey	26,132		
New Mexico	1,866		
New York	71,437		
North Carolina	5,587		
North Dakota	5,109		

CIRCULATION BY SECTIONS	
New England	74,439
Middle Atlantic	254,074
Central West	296,696
South	47,817
Far West	54,624
Canada	15,661
Foreign	2,192
Total	745,503

As to quality, remember that the **FARM JOURNAL** is the only paper published that has been awarded all four of **Printers' Ink's** marks of distinction,—the Gold Marks of quality (☉☉), the Guarantee Star, a place on the Roll of Honor and the famous **Printers' Ink Sugar Bowl** as the **Best Agricultural Paper** published.

Be prompt with copy. Forms for December close November 5th, unless all space is taken earlier. Over 800,000 copies, \$4.00 a line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

HOW A SMALL-PRICED SPECIALTY WAS MARKETED.

"DOMES OF SILENCE," A CHAIR CASTER SUBSTITUTE, FIND THEIR MARKET IN A YEAR—DISTRIBUTION SECURED BY CONSUMER ADVERTISING AND PRICE MAINTENANCE—\$190,000 GROSS BUSINESS FOR THE YEAR ON FIFTEEN-CENT ARTICLE.

By M. B. Mitchell.

"Small things must be advertised in a small way," says Mr. R. E. Miller, resident director of The Domes of Silence, Limited, New York. "But our experience has shown us that littleness does not retard success. Just reach the consumer properly and the small thing becomes big."

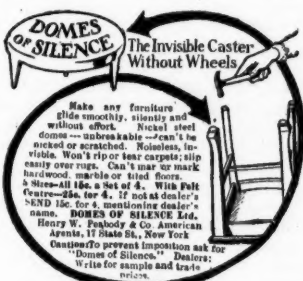
Mr. Miller spoke from the viewpoint of a man who had introduced a year ago into this country what was then a very small thing, "Domes of Silence," sold at retail for fifteen cents a set of four, and which in the year had been retailed for a gross business of \$190,000 and a net profit of approximately \$30,000—this on a total advertising and selling expense, for space, for art work, for posters, demonstrations, for dealer aids and the like, of about \$50,000.

The "Domes of Silence" campaign has been running since November, 1909. This followed a certain amount of preliminary work that was instituted immediately on Mr. Miller's taking up the selling in this country. The article he had to sell was to be a substitute for the ordinary chair or table caster, or was to be used on furniture where provision had never been made for casters. It saw its beginning in France—it is a French invention—was then developed in England, and the natural step was next an invasion of America. The name, by the way, which has probably had great influence on sales, came with the article from England.

The specimen of the current magazine copy shown herewith illustrates the apt way in which the "Domes of Silence" are named. They can be bought of different

diameters, according to usage, and are nothing more nor less than highly nickeled domed pieces of steel, with sharp projecting prongs.

"We knew," said Mr. Miller, "that we had something which would prove a boon in the majority of homes, but the problem was, of course, how to get it there. We decided first on the price as being one that the average family would think trifling, if they got value in it, and which would give us good profit. In this connection we adopted a hard-and-fast rule which has not only helped us generally but which has also served to make



ONE OF THE SMALL ADS THAT DID THE TRICK.

us strong with dealers. This was the principle of price maintenance. Our positive rule is that we will not do business with anybody that cuts prices and that we ourselves will rigidly maintain just one price to dealers. Our goods are sold on this condition, each box we sell having an agreement to this effect printed on it."

This is the agreement referred to:

These goods are sold on the understanding that they are not resold to the public at a lower price than 15 cents per set of four, and the acceptance of the goods is to be taken as an acceptance of this condition.

On any small article of this kind, according to Mr. Miller, success or failure depends to a great extent on this principle of having one price and sticking to it. His own experience proved, he stated, that dealers' co-opera-

tion could be procured with ten-fold greater ease under such conditions.

"Another important thing," said Mr. Miller, "is that we have grown on a conservative basis. We have never tried to stock the dealer up on the theory that once he had bought, our end of it was done, and all our agents have stuck by us."

The campaign engineered by Mr. Miller is rather a good illustration of the force of combination consumer and distribution advertising. Before the campaign was commenced, many dealers had been lined up, but practically all of these were in cities not far from New York, demonstrations being the means of securing them. Meanwhile there was also used to good effect, space in *Iron Age*, *Hardware* and other trade papers. But finally came the consumer advertising with the single line, "Local Agents Wanted. References Required," and the problem of distribution practically took care of itself. Dealers and jobbers made written application from all parts of the country, said Mr. Miller, and the demand has never ceased. They took territory on being sent a set of "Domes of Silence" for trial. They include hardware, furniture, housefurnishing, department, and general dealers. The selling aids given them number display boxes, window hangers, posters, insert booklets, and free electros for local newspaper advertising.

The "Domes of Silence" campaign last year comprehended the use of newspapers and magazines, but the latter are to be resorted to exclusively this year. The mediums to be used this fall are as follows: *Ladies' Home Journal*, *Saturday Evening Post*, *Current Literature*, *Leslie's Weekly*, *Woman's Home Companion*, *Good Housekeeping*, *Outlook*, *Quarterly Style Book*, *Pictorial Review*, and car cards in the New York subway. Small space is generally used—"small space is exactly the thing when you're talking about a small article sold at a small price," asserts Mr. Miller.

Henry W. Peabody & Co., 17 State street, New York, are the American agents for the "domes," Mr. Miller co-operating with them as resident director for his firm. At the present time, he stated, the chief problem is that of the best way to reach the consumer at the least cost. To this end magazine space is now being taken on a more or less experimental basis.

By no means an unimportant feature of the "domes" selling plan is that, though the advertisements are intended to bring direct returns, all inquiries are referred to the local dealer, the inquirer receiving direct, however, a demonstration set.

THE COPY CLUB'S PLANS.

The Copy Club of New York, which was organized early in the present year by a number of young men connected with several of the periodical publishing houses, has planned its meetings for the winter. These meetings will be held the first Friday of each month at the National Arts Club. The officers of the Copy Club are A. H. Payne, president; F. W. Nye, vice-president, and M. H. Van Cise, secretary, 14 Park place.

For the coming fall and winter meetings, the executive committee has been unusually fortunate in securing as guests men whose names are well known in the fields they represent. S. S. McClure will talk on "The Art of Editing," George Havens Putnam will discuss "The Evolution of the Book," J. George Frederick will take the subject, "The Advertising Man and the Distribution Problem," William H. Ingersoll will talk about the true place of advertising in commerce, its future development and present needs. Earnest Elmo Calkins has promised a talk and Henry D. Wilson will say something about "Yesterday, To-day and To-morrow in National Advertising."

Of the circulation men, Frederick I. Collins, of the Butterick Company, will take as a topic "Woman," and B. A. McKimmon will discuss "Opportunity in the Circulation Department." Others who will be heard from on various subjects are Ingalls Kimball, John Clyde Oswald, Robert H. Davis, of *Munsey's*; Edward E. Higgins, of *Success*; Norman Haggood, of *Collier's*; Emerson P. Harris; William C. Freeman, *New York Mail*; B. T. Butterworth, *Brooklyn Daily Eagle*, and J. T. Wood.

The announcement is made that L. J. Griffith, formerly with the Charles H. Fuller Company and the Wyckoff Advertising Company, has accepted a position with the Federal Advertising Agency, New York, where he will take charge of the rate department, commencing October 17th.

Governor Pothier of Rhode Island says

This in showing that the New England farmer is as prosperous as his Western brother:

"It undoubtedly will surprise many to learn that the agricultural industry in Rhode Island has been steadily on the increase for the past 20 years, instead of retrograding, as has been popularly supposed. Statistics show this to be the fact, however. The gross value of farm products in this state in 1905 aggregated \$8,735,804—nearly 80 per cent on the invested capital. Does agriculture at such a rate pay? Estimate of net profits vary from 6 to 10 per cent, with the latter figure largely predominant. . . . the past few months inquiries for available farm sites have been pouring in so fast that the state board of agriculture has issued an official notice to land holders requesting that any farm lands for sale be listed with that body for publication purposes."

Here is more proof of the *universality* of the farmer's prosperity. For a Massachusetts farmer recently surprised an acetylene lighting manufacturer by being more interested in *what* automobile to buy than anything else.

The ORANGE JUDD WEEKLIES

because of their keen grasp of agricultural conditions and practical helpfulness are read by 325,000 of the farmers who are making the *most* money—and *spending* it for advertised goods. There is *purchasing* power in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOME-STEAD, the New England States. 325,000 circulation weekly, guaranteed. Here is *real* market value.

ORANGE JUDD COMPANY

Western Office:
1209 People's Gas Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

"STICK TO YOUR PRINCIPLE AND STARVE."

HOW AN AGENCY WAS TEMPTED BUT STOOD FIRM—THE FALLACIES OF THE SPLIT COMMISSION AND THE PROFIT IN STRAIGHT DEALING—HOW THE ADVERTISER GETS ONLY WHAT HE PAYS FOR.

By F. Irving Fletcher.

Advertising Manager, Thompson-Starrett Co., New York.

Recently an agency was commissioned by the New York office of an automobile concern to lay out an advertising campaign to be run in the New York newspapers. It was suggested particularly that a certain man should be asked to write the copy and his assistance was accordingly obtained. The campaign was duly formulated, at some trouble and expense, and submitted for consideration. It made a most satisfactory impression with the New York office, and the advertising management of the Western office commented very favorably upon the copy. (When Mrs. Jones tells you that Mrs. Smith's hat is a dream, you may "make a book" on Mrs. Jones' word.)

So far so good. Meanwhile, the enterprising head of the firm arrived, and he and the New York office man ran across an idea. It occurred to them that the agency ought to make some concession in the way of a rebate on commissions. It was not a very original idea, but it looked like one with money in it and was therefore not to be readily discarded. Now, it is a master stroke in trading to quote the Other Fellow—the mysterious Other Fellow—who is usually a myth, but who, when he isn't, always seems to be willing to go one better than his neighbor. However, to resume, our Automobile Contingent, obsessed with the idea of supping off a rebate, now invited other agents to sharpen their pencils, with the result that they flocked around like debutantes at a pink tea, or rather like turkey buzzards about the body of a cow. It was then only a matter of

planting a grain of mustard seed in what appeared to be fertile soil, and presently, as a mushroom grows over night, there blossomed forth a rebate. So much farther, so much better—for the Automobile Contingent—and so much worse for the Foolish Agency which had gone to the trouble and expense of mapping out a campaign. Exit the rebate men and enter the Agency with a lot of fool ideas about principle and all that sort of rot!

"So and so," said the Automobile Contingent, "will give us an extra discount on such-and-such a rate."

"That is a violation of agency ethics!" was the rejoinder.

"We will talk sense," said the Automobile Contingent.

"It's your turn," said the Foolish Agency.

"You may take it or leave it," said the Automobile Contingent.

"We'll leave it," said the Foolish Agency. "We have a principle to work to and we cannot afford to disregard it for the sake of a good account."

The foregoing is not an accurate transcription of the conversation, but it is substantially what the interview amounted to. However, the New York office man of the aforesaid Automobile Contingent got off a very jewel of a thought just as the Foolish Agency had its hand on the door knob: "Stick to your principle and starve!"

What on earth would our Theodore say to that?

Now, a man is entitled to make a rebate, and a man is entitled to take it, on the theory much in vogue nowadays that there is really nothing heinous about a rebate unless it is found out. On the other hand, of course, there is an ancient theory that a thing that is wrong is wrong whether found out or not. It all depends upon your point of view. But that New York automobile man should know that "Stick to your principle and starve" is more alliterative than true. If he cares to investigate the matter he will discover that the agencies which stick to their principles and flour-

ish, handle most of the business and make the most money. They don't divide their commissions, in the first place, and in the second place, they get more business on that account. It is really surprising what a wealth of respect there is in this glorious Republic for the man with a principle. In spite of new-fangled ideas, ante-nuptial agreements, frenzied finance and hobble skirts, we still cling to the homely virtues! Verily, if our friend the rebate-gatherer knows as little about automobiles as he does about principle, he is flirting with oblivion. From the age of pagan philosophy down to our own day, *principle* has been extolled as an unusually nutritious article of ethical diet, containing a large percentage of albumen and other elements of unquestioned fattening propensities. Indeed, that Foolish Agency which ruffled a prospective client by babbling of a principle, pays its rent regularly, discounts its bills, takes its wife to the theatre, and is even now resurrecting its fur coat and shaking out the moth-balls! Oh, and there is just another point, it still preserves its self-respect, and it doesn't require moth-balls for *that*!

And besides, there is another phase of the matter. Rebates cost money. You cannot consistently get quality service from an agency with a crooked point of view. Moreover, a rebate is so disgustingly rotten that no decent man ever offers it, and only an indecent man will take it. Of course, to the green advertiser one agency looks as good as another, rebate or no rebate. But the resemblance of toadstools to mushrooms ceases on a more intimate acquaintance. Experience has shown that what the rebater lacks in morals he usually lacks in ability. A rebate in the right hand means a raw deal in the left. *The very fact that an agency will split its commission is the best indication of what such an agency thinks its services are worth!*

"Stick to your principle and starve" is wrong—and only the substitution of *or* for *and* will ever make it right.



Talking to an advertiser the other day, we happened to mention that the PRESS has the largest circulation of any Binghamton newspaper—not only the largest total, but the largest city circulation as well.

"I can give you a better argument," he said. "I don't care what the circulation of the PRESS is—it has actually made my business in Binghamton and brings better results than anything else in that city, and the advertiser who tries to get along in Binghamton without it, stands in his own light."

This advertiser is quite correct and his theories are best proven by the fact that the PRESS carries more foreign advertising than any other Binghamton newspaper.

And besides, the PRESS goes into every home in the city of Binghamton that is worth the advertiser's while to reach.

How is YOUR business in Binghamton?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Read What William C. Freeman

of The New York Evening Mail Said in
that Newspaper, September 26th, About

THE CHICAGO EVENING POST AT ONE CENT

When a newspaper of the type of *The Chicago Evening Post*, after a period of twenty years of character building, decides to increase its influence by meeting the popular price of modern newspapers, it means a great deal.

The Evening Post did not need to reduce its price to one cent—its influence was already national in scope, even though it had a small circulation by comparison with the big circulations of some other newspapers.

The Evening Post did not need to reduce its price to one cent—its influence was already *national* in scope, even though it had a small circulation by comparison with the big circulations of some other newspapers.

As a young advertising man, I knew about *The Chicago Evening Post*, its high character, its influence—so did other advertising men, and we all respected and honored it. Its stand then, as now, has had much to do with increasing the respect for *reliable advertising* and *cleanliness in news*—a respect that has grown into a demand on the part of readers of newspapers.

The Evening Post management, undoubtedly, wants to go into the fight for the supremacy of *right in both news and advertising* in a bigger way—wants to increase its home readers—wants to distribute more papers, thereby adding greatly to its power for good.

There is no question as to the integrity of The Evening Post—it has a fine foundation on which to rear a great newspaper structure. It will become known more widely than ever before, and while its revenues from circulation will temporarily diminish, it will not be long before the advertising revenue will increase, because advertisers today are attaching greater importance to *newspapers of reliability* than they ever did, and are willing to pay a good rate to a newspaper that *protects* them by refusing to print unreliable advertisements.

Newspapers of courage—newspapers of character do not always stop to consider money. Money is an incident of business. It flows in all right when a reputation for *integrity* and *reliability* is established. There are always enough honest manufacturers and merchants in every community to give *profitable support* to a publication that stands for the right—and this is as true of business generally as it is of newspapers.

The Evening Post at One Cent is the talk of the town

SIX EDITIONS DAILY BEST SPORTING EXTRAS

EDUCATING DEALERS TO KNOW WHO PAYS FOR ADVERTISING.

LOWNEY'S CONDUCTING A CAMPAIGN TELLING DEALERS WHO IS PAYING FOR LOWNEY ADVERTISING—NEED FOR BETTER COMPREHENSION ON THE DEALER'S PART.

By G. H. Page.

Advertising Manager, W. N. Lowney Co., Boston.

That we should be willing to write on so personal a subject may surprise some advertisers who play the game as secretly as possible. We believe that it will only do us good if our competitors begin to advertise on account of our experience. Any advertising will be welcomed that increases the consumption of chocolate products and with our quality and price we shall more than get our share. Mr. Lowney always says, as any broad gauge man who really believes in advertising would say, "the more the merrier."

We live under a competitive system. If we lived under a socialistic or co-operative system there is no doubt that the hundreds of millions spent in advertising yearly might be saved to the consumer, but if so it would be at a heavy cost to civilization which I can only hint at here. The cessation of advertising under a co-operative system would deprive us by bankruptcy of most magazines and newspapers and it would lower the standard of living and the volume of business because consumers would not know what there is in life to enjoy.

But we must adjust ourselves, for the present anyway, to the prevailing competitive system of distribution wherein the fittest survive. One characteristic of fitness is the ability to increase the sale of a fit commodity from year to year to such an extent as to make the growing profit by lessened cost absorb the advertising bills. That this can be done and is being done in not a few instances I am sure.

I take pleasure in amplifying a little the idea behind our trade paper advertising carrying the headline, "Who Pays for Our Advertising?" A warning or confession is in order, however, lest you be misled into supposing that our statements in that advertisement are based on elaborate analyses of costs for the last twenty years. This is not the case. However much this admission may undermine confidence in our conclusions in your mind, we ourselves think we *know* that our customers and dealers do not pay for our advertising.

Some years ago at one of the few meetings of the lamented I. A. A., at the Waldorf, the writer lifted up his voice to protest against the dictum that the consumer always pays for the advertising. Jeers and incredulity



Who Pays for OUR Advertising:

ANSWER: Neither the dealer nor his customers.

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rent, interest and use of our plant to cover most, if not all, of our advertising bills. This advertising makes it easy to sell.

LOWNEY'S COCOA

AND

Premium Chocolate for Baking

You make a fair profit and the customer likes our superior goods. If other manufacturers allow you more profit it is because they want you to spend your valuable time in selling their goods for them. If the consumer pays a little less for some cheaper cocoa and chocolate it is because the maker does not put the money we do into buying the choicest cocoa beans and into grinding them.

All LOWNEY products are superior, pay a good profit and are easy to sell.



A WORTHY CAMPAIGN IN TRADE PAPERS.

were the only answers he got, but since then there has been a noticeable change amongst writers on advertising and the light seems to be breaking.

Twenty years ago Lowney's Chocolates sold for 60 cts. a pound in sealed packages and were not advertised. To-day they are sold for exactly the same price and they are advertised. The aver-

age cost of labor and materials has not been reduced in any way sufficient to account for the fact that there is still a little profit in spite of the expense of advertising. There is but one obvious conclusion. Growth, increase of quick capital and ownership of all means of production have reduced costs. Those blessings are the results of advertising for the most part. Superintendence, clerk hire and accounting cost more in proportion for a small output than for a large one. The buyer with his own capital at hand can buy in larger quantities and on better terms than the small man.

There is no need to detail the many ways in which savings are effected by the growth of output stimulated by advertising. One that will appeal strongly to every manufacturer who studies his problem is the fact that sustained intelligent advertising will make his machinery more uniformly busy. Think of the saving in costs if every machine can be pro-

vided with orders for its product to keep it working every hour of the day year in and year out. This is the ideal situation for the manufacturer, and there is no one thing that comes so near bringing about this happy situation as advertising does. Naturally the proportion of advertising expense paid by the public differs with different commodities. With breakfast foods it is probably large; with patent medicines still larger, amounting no doubt to one hundred per cent.

Consumers buy these things however with open eyes knowing that the cost of distribution is large. From this extreme there are all sorts of variations amongst articles in the particular of what proportion of advertising the consumer pays. At the other extreme I have no doubt that there are goods which have actually been cheapened to the consumer by advertising, but in the absence of facts it is hazardous to guess. To give you something to think

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

of let me ask whether telephone and telegraph service would not have been cheapened sooner if they had been advertised sooner? How about the advertising of fifty-word night letters? Will not that advertising by keeping an idle plant busy at night have the effect of reducing tolls ultimately? I will venture the guess that the consumers of Ivory Soap have paid a negligible part of the advertising bills.

To be sure there is the manufacturer who puts his price up after effecting distribution and demand by advertising. The goods are apt, however, to be a patented article or otherwise not subject to competition. In such case the consumer pays the advertising cost and more. Advertising failures have to be paid for by some one, and although the angel who provides the capital is probably the chief loser, no doubt the limited number of consumers pay a good share in some cases.

But it is not my duty to speak for any but ourselves, and I claim that we can truthfully assure our dealers and customers that the advertising expense does not come out of them, but out of the savings in cost owing to growth produced by advertising. If an objector asks "Why don't you reduce your price then?" he is entirely beside the mark. We cannot reduce the price by dropping publicity without having to increase the price again because of increased cost arising from decreased demand. Finally I want to say that I am not confusing the cost of salesmanship by advertising with the cost of ordinary salesmanship. It is true that advertising reduces the cost of salesmanship, but I am not hiding behind the fact. I claim that in our business at least the record of all costs and the record of our prices will convincingly show that our advertising bills, as we say in the advertisement reproduced herewith, are absorbed in the saving "in cost of salesmen, superintendence, rent, interest and use of our plant" and, we ought to have added, in cost of materials.

As to our use of this argument

in trade journals to put the retailer in a better mood to buy, I have no excuses to offer. The average grocer misses the point of advertising. He thinks that the money spent in advertising might better be his in the form of a larger profit or a deal so dear to his heart. He does not realize that the disorganized competition of his form of business would not permit him to enjoy a larger profit if it were given to him—at least on package goods. If he is becoming more and more a mere filler of baskets he has his fellow grocers chiefly to thank for it. No manufacturer can permanently effect distribution and repetition through the grocer but must make his appeal direct to the consumer. By the rigid laws of trade as they exist under present conditions he has done all he can do when he ensures the retailer a fair profit which does not admit of much cutting and then further ensures a steady demand by advertising to keep his goods moving and maintain a steady profit for the handling.

To the salesman the complaint is familiar that the cost of advertising comes out of the retailer and the consumer. The salesman, of course, uses the perfectly valid argument that there is a saving of time and in the end a greater profit in selling goods that are easy to sell because they are advertised, rather than in wasting time by trying to push the unadvertised. But the salesman is not in the position to say with the authority with which we can say it that the cost of advertising is absorbed in the growth of the business and does not come out of the grocer. Why then is it not good trade advertising to try to educate the retailer out of a mistaken notion that he is being buncoed? By all means let us appeal to the retailer in the most effective way we can and let us join hands in making a better business man out of him.

The Pacific Advertising Company has been incorporated to do a general advertising business in Seattle, with a capitalization of \$24,000. The incorporators are Walter F. Foster, George W. Klieser, et al.

A BIG EDITORIAL FEATURE

That Should Interest Every Advertiser



A typical Howard Chandler Christy illustration, illustrating "A Son of the Immortals" by Louis Tracy, the big, new, romantic serial that begins in December.

This means an additional interest on the part of our readers. It also means accumulative pulling-power for advertising copy.

December Forms Close October 15th

Every Woman's Magazine

NEW YORK CITY

ROY E. HALLOCK, Advertising Manager

Eastern Representative, W. C. KIMBALL, Inc.
1 Madison Ave., New York; 6 Beacon St., Boston

Western Representative, W. J. MACDONALD
First National Bank Bldg., Chicago, Ill.

It will pay you to use
The Pacific Monthly
 just as it has paid hundreds
 of other advertisers

Mr. Reilly Atkinson, Secretary-Treasurer, League of Southern Idaho Commercial Clubs, in his article in *Printers' Ink*—Sept. 8th, 1910—entitled "Co-Operative Boost Methods by 22 Idaho Cities," page 52, says: "Our advertising has been mostly in the monthly magazines, and we have had the *best results* from the *Pacific Monthly*."

Of the few standard magazines which increased their volume of advertising in September, 1910, over September, 1909, the *Pacific Monthly* stood *second*.

The following is the record from *Printers' Ink's* 4 year record, page 96—issue of September 8th, 1910:

	1910.	1909.	Increase.
Hampton's	22,456	15,680	6,776
PACIFIC MONTHLY	19,763	15,448	4,315
Pearson's	9,576	6,650	2,926
Scribner's	22,574	19,652	2,922
Review of Reviews.....	25,984	23,742	2,242
Harper's Monthly.....	16,730	15,044	1,686
American	18,277	17,360	917
Atlantic	6,048	5,251	797
Metropolitan.....	5,600	4,816	784
Theatre	8,187	7,424	763
Human Life	5,560	5,080	480
All-Story	4,862	4,816	46

National advertisers are using *Pacific Monthly* because it is generally recognized as the leading magazine published in the Far West, and because it circulates among a very prosperous and influential class of people in that section of the country.

For full information, rates, etc., write to

THE PACIFIC MONTHLY CO.
PORTLAND, OREGON

A. M. THORNTON
 Mgr. Dept. of the East
 1133 Broadway, New York.

G. C. PATTERSON
 Mgr. Dept. of the Middle West
 338 Marquette Bldg., Chicago, Ill.

POPULARIZING A TECHNICAL ARGUMENT.

THE WESTERN ELECTRIC COMPANY PRESENTS A WEIGHTY ARGUMENT FOR THE USE OF FANS BY USING KINDERGARTEN METHODS—THOMAS MOTOR COMPANY DRIVES HOME TWO TECHNICAL APPEALS—THE CHART METHOD, WHEN IT IS ADVISABLE AND WHEN NOT—A MONARCH TYPEWRITER ARGUMENT WELL PUT.

By Jerome DeWolff.

Every newspaper writer knows the marked editorial change which has come over the great dailies of the country within the last decade or so. The "human interest" story, as the managing editors are wont to call it, has done the trick. The "drier than dust" newspaper is behind the times and is lagging farther in the rear every day. The interesting newspaper is known by its stories with the magic touch of human interest. The conservative New York *Evening Post*, for instance, ran a six-inch, first-page story the other night about a cat trying to catch a bird in City Hall Park!

Advertising has felt even more strongly this need of human interest to insure the reading of the matter presented.

There is no stronger temptation to make an advertisement "drier than dust" than when a technical article or a technical argument must be advanced to a general public. But the human element *must* be injected in some manner, or it will lose connection with common humanity. The technical must be made untechnical. An increasing number of technical advertisers are making able efforts to this end.

The Western Electric Company has offered one of the best instances to date of a technical argument presented in an untechnical manner. Early last summer, this company, as usual, began its campaign in the interest of its electric fan sales, the hot weather being just ahead.

The great stumbling-block in the way of selling electric fans is the general belief that the electric fan is very expensive to run. In order to meet this situation, F. X. Cleary, the advertising manager of the Western Electric, hit upon a happy scheme. Knowing that all who are prospects, as buyers of electric fans, have a general knowledge of the cost of running a 16-candlepower electric light, he took that cost as standard and proceeded to show, in relation to it the amount of electricity used by an 8-inch Hawthorn fan.

He found that, when connected in a 115-volt circuit, with an ammeter having a maximum reading of 1 ampere, a 16-candlepower lamp consumed .5 amperes. But,

when similarly connected, the fan consumed .18 amperes, or practically one-third the amount of current required by the lamp. But to tell these facts in cold type would have been most uninteresting, just as it has been above. So Mr. Cleary planned to show the argument *visually*, thus showing the trivial cost of running a fan. One photograph was taken of the fan and the ammeter and another of the lamp and the ammeter. The two photographs were shown along side of each other in the General Electric advertisement.

"While the average man probably knows practically nothing about an ammeter," says Mr. Cleary, "and although ampere is largely a meaningless



You Can Strike More Blows in a Day With a Tack Hammer Than With a Sledge

and convincingly the same principle the operator can write more words in a day with a Monarch than with an ordinary heavy-writing machine.

Monarch
Light Touch

the greatest advance in typewriter construction since visible writing, means increased efficiency and greater output per machine, reducing the cost of typewriting to the employer.

Let us demonstrate this and the many other Monarch advantages. Write for a personal descriptive literature.
The Monarch Typewriter Company
Executive Office
Monarch Typewriter Building, 385 Broadway,
New York
Distributors and Dealers Everywhere

SIMPLE,
UNTECHNICAL.

physics in school is recalled by the two homely illustrations of the men struggling with a rock!

But, making mention of the use of charts, "it all depends." By that we mean that it is a question of whether one's readers are used to such analytical methods of demonstration or not. The average reader of the magazines of general circulation is not an engineer. Therefore a chart looks "all Greek" and uninteresting to him. He is predisposed against studying it, to begin with. But the engineer has been mentally nurtured on the basis of charts. He can comprehend the meaning of most of them almost at a glance. He is quite as much at home with them as the general magazine reader is with his half-tone illustrations.

In view of this fact, then, an ad for the Rockwood Manufacturing Company, Indianapolis, run in the *Electrical World*, is praiseworthy. It shows a plotted diagram comparing their pulley with others. Probably, considering those who were destined to read this ad, it depicts as nothing else could the basic superiority of the paper pulley over its iron and wood rivals in the matter of power transmission.

A current half-page ad of the Monarch Typewriter Company is of considerable merit, too, in that it presents a technical argument in an interesting, untechnical manner. "You can strike more blows in a day with a tack hammer than with a sledge," reads the text. But that essential argument would have failed to hit the bull's-eye in a large percentage of cases if it had not been so effectively clinched by the illustration showing the light, quick-moving tack hammer and the heavy, slow-moving stone sledge.

There is plenty of room for further improvement along these lines in the field of the technical advertisers. The technical advertiser, to get the maximum results, must put himself in the every day consumer's position and attempt to drive home his technicalities by demonstration methods and easy object lessons.



We don't ask you to take anything for granted. We do ask an opportunity to lay before you facts and figures which we feel sure will lead you to give proper consideration to a valuable publicity medium for you. THE UTICA

SATURDAY GLOBE

going each week into more than 140,000 homes of thrift, comfort and intelligence in that prosperous and desirable section comprising interior New York, New England and adjacent states—INVITES AND WELCOMES JUST THAT SORT OF A CAREFUL, THOROUGH, PAINSTAKING CONSIDERATION.

The more you know of the UTICA SATURDAY GLOBE, the more it profits.

One of our fully posted men will call on you wherever and whenever you say.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

What's the Best Buy in the Women's Field of Publications?

In determining the merchandising power of the women's magazines, please consider these facts:

Four years ago the following twenty-five advertisers were among the users of the Woman's Magazine.

Today those twenty-five advertisers are spending a large part of their appropriation through the same medium. Note the class. Many of them mail order houses, who know to a penny their profits from each insertion; **ALL** of these, concerns that can tell to a nicety the results of any particular advertising campaign.

Our list shows a selection of only twenty-five of the many advertisers who were using the Woman's Magazine four years or more ago—and are using it this year—but that number is sufficient to make the point plain that the Woman's Magazine holds its customers—the best testimonial to its uniform value that any prospective advertiser could ask.

Postum Cereal Company
Brown Shoe Company
Gerhard Mennen Company
A. G. Hyde & Sons
Brainerd & Armstrong
Leon & Healy
Allen & Olmsted
Larkin Company
R. P. Hall & Company
Curtis Publishing Company
World Manufacturing Co.
Chicago Mail Order Co.
Sears, Roebuck & Company

Ward Fence Company
Spiegel-May-Stern Company
Gordon-Van Tine Company
Crofts & Reed
Kalamazoo Stove Company
Hartman Furniture and Carpet Co.
Best Light Company
Ohio Carriage Mfg. Company
Mead Cycle Company
Lottis Brothers & Company
Stewart Iron Works Company
O. L. Chase Paint Company

NEW BUSINESS COMING IN

During the current year, the Woman's Magazine has enjoyed a large volume of high-grade advertising which is further evidence of its established position in the front rank of its class.

Besides the partial list of old "general" and mail order customers previously shown, we are receiving, for the fall issues, our usual heavy volume of clean, desirable mail order copy—85% of which represents repeat orders

— renewal insertions based on dollars and cents returns.

And we are also receiving a splendid share of general advertising.

After a careful consideration of the Woman's Magazine circulation, its class of readers, the territory covered, rates and **square-deal** business methods, the following is a partial list of well-known advertisers selling through dealers who are using the Woman's Magazine this season. Many of them are new customers and their copy has just started running in the Woman's Magazine. Others have been using it for a year or two and are back again this season.

Kellogg's Toasted Corn Flakes Company
Cudahy Packing Company
Quaker Oats Company
Hind's Honey and Almond Cream
Columbia Phonograph Company
Coca Cola Company
Utica Knitting Mills
Corticelli Silk Company
Pacific Mills
National Bleucult Company
Foxson's Face Powder
Buster Brown Hosiery Mills
Geo. Frost Co. (Velvet Grip Garters)
Lever Bros. Co. (Life Buoy Soap)
Bauer & Black
Morse Bros. (Rising Sun Stove Polish)
National Toilet Company (Nadnola)
Round City Paint & Color Company
American Printing Co. (Wash Fabrics)
C. E. Conover Co. (Nalad Dress Shields)
Standard Varnish Works
Knox Gelatine Company
Alabastine Company
Stafford Miller Company (Carmen Powder)

The WOMAN'S MAGAZINE

Prestige in Towns of 3,000 to 20,000

An analysis of the Woman's Magazine's circulation shows a vast preponderance of readers in towns and small cities.

This accounts, in a large measure, for its wonderful merchandising power. The metropolitan daily

papers do not reach these classes; the farm papers do not reach them; no other general magazine reaches them, except scattering. Knowing these facts has led many advertisers to *try* the Woman's Magazine—and the profits enjoyed have won them permanently.

Our rates are 40 cents per line for each 100,000 *PAID* circulation.

WE PROVE THE CIRCULATION AND AGREE TO MAKE A PRO RATA REFUND FOR ANY POSSIBLE DEFICIENCY.

For further information, address,

The Lewis Publishing Company

CAL. J. MCCARTHY,
Advertising Manager,

University City, St. Louis, Missouri

CHICAGO OFFICE

1700 First National Bank Building

NEW YORK OFFICE

1702 Flat Iron Building



The Physician and the Automobile

More than 90 per cent of the physicians of this country use vehicles of some character. This means approximately 130,000 physicians and fully one half of this number are **prospective buyers of automobiles—**

That is, they are able to purchase cars of medium price—they have actual need of cars in their daily practice—and a reliable car means increased efficiency to this class of men.

Why spend all of your appropriation on "general publicity" only, when a small part of your advertising fund will place your practical selling points before thousands of **prospective buyers** who are ready to do business with you because they have **actual need** of that which you are trying to sell as a luxury to someone else?

The medical journals below, constituting "the Big Six" of the medical field, offer advertisers of automobiles and automobile supplies an advertising service that cannot be duplicated from the standpoints of prompt profitable returns, and reasonable cost. They effectually cover the American medical profession, and as recognized leaders assure the interested attention of the 150,000 physicians of America.

Interstate Medical Journal,	-	-	St. Louis, Mo.
American Journal of Clinical Medicine,	-	-	Chicago, Ill.
American Journal of Surgery,	-	-	New York
American Medicine,	-	-	New York
Medical Council,	-	-	Philadelphia
Therapeutic Gazette,	-	-	Detroit, Mich.

For rates and further data address any or all of the above journals.

RESCUING MERCHANT TAILORING WITH MEN'S TRADE-MARKED WOOLENS.

THREE CONCERNS NOW ADVERTISING
TRADE-MARK SUITINGS TO CON-
SUMERS—RESISTING THE INROADS
OF READY-MADE CLOTHING—GEN-
ERAL COMPETITION ON BETWEEN
READY-MADE AND CUSTOM-TAIL-
ORED MEN'S CLOTHES.

By A. Rowden King.

An official prominent in organized merchant tailoring a year or two ago admitted that the ready-made clothing advertisers were greatly depleting the merchant tailoring business—threatening its very life, in fact. Another bitterly complained that the advertised vogue of trade-marked suits was reducing many merchant tailors to mere "pants pressers."

Only a few saw deep into the interior causes, and put their fingers on the weak spot—the fact that the manufacturers and importers of woollens had no standing or identity with consumers and were not backing up the merchant tailors as the ready-made clothing houses were backing up retail clothiers. The praises of ready-made clothing have been sung to consumers to the tune of a million dollars yearly, in various advertising efforts, for the last six or eight years. It was bound to come about that the public be won to the ready-made idea.


PRINTERS' INK, eighteen months ago, outlined a campaign of advertising for an imaginary woolen manufacturer which would step into this breach and give the merchant tailor the sorely needed help to which he was entitled.

A considerable number of successes in advertising trade-marked fabrics for women's wear have occurred in the past few years, and an analogy was bound to occur in the men's field. To-day there are three woolen houses following PRINTERS' INK's suggestion and advertising to the consumer.

The fact that at least one of

these advertisers of men's woollens has been compelled to increase his output 50 per cent in order to meet the growing demand which has developed since his advertising began a season or two ago, is evidence enough of the possibilities.

The ready-to-wear tailors seek to condemn the whole proposition in advance by saying: "Well, it



Our 100% guarantee is the only one of its kind. It is the only one that is not only a guarantee, but a guarantee of the quality of the fabric. It is the only one that is not only a guarantee, but a guarantee of the quality of the fabric. It is the only one that is not only a guarantee, but a guarantee of the quality of the fabric.

"I guarantee this suit absolutely in every respect."

This is the promise enclosed which every good tailor who handles the Shackamaxon fabric gives out with every suit he makes from them.

He knows that a suit properly made from these fabrics will not only last, but will last in shape, in color, and in style. It will give you real service to the last thread.

And so back up the tailor's guarantee with ours.

If any suit made from a Shackamaxon fabric shrinks or fades, or if any other such faulting in the fabric—no matter how long you have worn it—we will pay the merchant tail.

The Shackamaxon fabric is of pure wool, made from the finest wool in the world, and is guaranteed to last for many years. It is the only fabric that is not only a guarantee, but a guarantee of the quality of the fabric. It is the only one that is not only a guarantee, but a guarantee of the quality of the fabric.

We will also guarantee you the quality of the fabric. It is the only one that is not only a guarantee, but a guarantee of the quality of the fabric. It is the only one that is not only a guarantee, but a guarantee of the quality of the fabric.

There is no satisfaction in purchasing or wearing clothes that are not made from the best materials. The only way to be sure of satisfactory clothes is to have them made from the best materials. We make them for the merchant tailor, and for you.

Clothes properly made from such fabrics are really the most comfortable you can buy.

Drop us a postal card and we will tell you of a good tailor who is in your neighborhood who handles the Shackamaxon fabric, and positively guarantee every suit he makes from them.

If your tailor hasn't them he will get them for you if you insist. And please tell us in the card that we may take the matter up with him, too.

Write us at once for a copy of the new Shackamaxon booklet. Every up-to-date mail address.

18 SOUTH 4TH ST. PHILADELPHIA, PA.

"Shackamaxon"
Guaranteed fabric.

THE GUARANTEE ARGUMENT.

is difficult enough for the average man to find a fabric with design and texture to suit him, let alone concerning himself with what mill made it." But inwardly, without a doubt, these same tailors see in this new advertising a serious competitor for the great volume of clothing sales.

The three pioneers in this field to-day are J. R. Keim & Co., Philadelphia, making Shackamaxon Guaranteed Fabrics; S. Stein & Co., New York, selling Stein Woollens; and W. P. Willis & Co., New York, importing Willis Woollens. These are all old-established houses doing their first consumer advertising. In addition, there are rumors of other highly reputable houses, one of which has been in the business without using advertising for upwards of forty years, turning to this method of marketing their goods.

THE HISTORY OF SHACKAMAXON.

The 50 per cent increase referred to above was in the case of Shackamaxon. J. R. Keim & Co. make their own woollens at their own mills, which are among the largest. Their selling proposition is to-day still another case of "Our-trade-mark-stamped-on - the salvage-guarantees-you."

The "Shackamaxon" advertising is now in its second season. The selling idea back of it is unique and comprehensive. The purpose is to make it possible for the merchant tailor to absolutely guarantee the garments which he puts out. When his garments are made of Shackamaxon, the latter is guaranteed to give absolute satisfaction as long as it lasts. This is the Keim & Co. guarantee: "If any suit made of Shackamaxon fabric shrinks or fades, or if any fault develops in the fabric, no matter how long you have worn it—we will pay for another suit." Then, to this guarantee as to the goods, the tailor himself adds his personal guarantee concerning the fit and workmanship.

Shackamaxon is handled exclusively by merchant tailors. This makes it possible to effect much co-operation with the latter. Booklets, follow-up letters, electros for local newspaper advertising, window cards and many other helps are freely given to every tailor who handles these fabrics.

The campaigns are also intended to overcome the idea which prevails in the minds of the patrons of many merchant tailors, that imported goods are superior to goods of American manufacture. Considerable argument is made of the fact that the Shackamaxon method is an economical one, being unique in that it necessitates no middle men and middle men's expenses between mill and

tailor. Emphasis is put upon the methods and care of manufacture and upon the great multiplicity of patterns, it being claimed that more than 4,000 styles of worsteds, chevots and serges, in every kind of coloring and design, are made every year.

The F. Wallis Armstrong Company, Philadelphia, which is the agency handling the Shackamaxon advertising, has gone to particular pains to show up the goods in the illustrations used. Both

the ads and the booklets carry remarkably good reproductions of the woollens, thus giving a very definite idea of how the latter really look. The cover of the fall and winter booklet, which is supplied to the tailors with their imprints, is especially good in this respect.

The trade is being reached by all the important tailor publications, such as the *Sartorial Art Journal*, the *American Gentleman*, and *Advanced Fashions*. The consumer is being reached through a list of publications which covers most of the leading magazines with national circulation. The watchword of the Shackamaxon campaign against the ready-made manufacturers is: "A suit intended to fit you should be cut to your individual measurements and fitted to you in the making."

STEIN WOOLENS.

The Stein Woollens proposition is of about the same age as the Shackamaxon proposition from an advertising standpoint. The firm of S. Stein & Co. is one of the oldest in the business, being established in 1864 and being well known to the trade and to a host of consumers.

The Stein plan calls for even more co-operation with the tailors, perhaps, than the Shackamaxon plan. A complete depart-



A Tailor's Skill plus
Stein Woollens in
Style, Fit and Quality

There are many reasons why you should prefer Stein Woollens to any other brand of woolens. The reason is simple. Stein Woollens are made of the finest wool, and are guaranteed to give you the best results in your wardrobe.

STEIN WOOLENS
GUARANTEED

and the same result is a suit of clothes. Stein Woollens are made of the finest wool, and are guaranteed to give you the best results in your wardrobe. Stein Woollens are made of the finest wool, and are guaranteed to give you the best results in your wardrobe.

STEIN WOOLENS are made of the finest wool, and are guaranteed to give you the best results in your wardrobe. Stein Woollens are made of the finest wool, and are guaranteed to give you the best results in your wardrobe.

EMPHASIZING
CUSTOM WORK.

ment has been organized under the direction of Victor Leonard, the advertising manager (formerly with Kenyon & Co.) to promulgate plans to aid the mer-

tising is summed up in the following argument: "The same instinct that causes you to prefer an original painting to a lithographed reproduction also causes you to prefer merchant tailor clothes."

U. L. Wilson, of the Blackman-Ross Company, New York, handles the account. The mediums used have been the *Saturday Evening Post*, *Collier's* and the usual small list of tailors' trade papers. Really the consumer media mentioned have been used quite as much to effect an opening for the Stein salesmen with the tailors as for direct consumer results.

THE WILLIS ADVERTISING.

The firm of W. P. Willis & Co., New York, which completes the present triumvirate of men's woolen advertisers, has also been in the business for a long time. Feeling the inroads of the ready-to-wear clothiers, it is now testing its advertising wings for the

W.P. WILLIS & CO.
NEW YORK
IMPORTERS

A SINGULAR & UNPRECEDENTED PERFORMANCE

MRS. COETER was at the time she, the proprietor of the Greenham mill in Newbury, and a manufacturer of Woollen Manufactures. The extraordinary performance, for so, on the successful day of June 10, it was designated, was as follows:—On that day at five o'clock in the morning Mr. John Throckmorton presented two double-breasted suits to Mr. Coeter. The suits were immediately altered, revised, dried, pressed, and pressed. The cloth having been thus made in 11 hours was put into the hands of the tailor of that o'clock in the afternoon, who completed the suit at six minutes past six. Mr. Coeter then presented the suit to Mr. John Throckmorton, who appeared with it the next evening at the Palace Inn, Southampton. The cloth was a hunting harem of the celebrated dark Wellington color.

The suits were received whole and distributed to the public, with 100 gallons of strong beer it was supposed that upwards of 1,000 people were assembled to witness this singular and unprecedented performance, which was completed in the space of 13 hours and 36 minutes. Mr. John and about forty gentlemen set down to a dinner provided by Mr. Coeter, and spent the evening with the utmost satisfaction at the success of their undertaking. This case was to be seen in the great Exhibition of 1891 and a special presentation of Mr. Robert Throckmorton.

W.P. WILLIS & CO.
NEW YORK

FAVORING THE IMPORTED ARTICLE.

chant tailors who use Stein Woolens to do a larger business.

These selling plans are cut to the tailor's business measure by Mr. Leonard quite the same as the tailor, in turn, cuts Stein Woolens to his patron's measure, "It is a very different proposition, as a little reflection must show," explains Mr. Leonard, "to work out a retail selling plan for a tailor who makes suits which sell at \$25 to \$35, and for another tailor who makes suits for \$50 and up." Plans are suggested for window displays, for local advertising and for follow-ups through the mails, etc. Tailors are provided with folders of original design, booklets and letters.

The Stein Woolens selling plan makes it possible for a tailor to be entirely exclusive. Not more than one tailor in a place is sold, unless his locality is large enough to warrant it without question. And even then not more than one or two-suit lengths of fabric are sent to each locality.

The motif of the Stein adver-

WHEN you have a suit made here you can put it on and forget it.

You know the style is correct. You know it fits. You know the pattern and coloring are in the latest vogue. You know that it is made of first-class materials and in thoroughly workmanlike fashion—outside, inside and in between. You know that it will give good service and look well as long as you wear it. And you know it doesn't cost you too much.

One reason for all this is that we use

"Shackamason"
Guaranteed fabrics
All pure flannel-wool. Thoroughly shrank. Made for merchant tailors only.

These fine worsteds, chevilles and serges are guaranteed both by the manufacturer and by us.

If any "Shackamason" fabric develops any fault at any time, we will make it good.

Today is a good day to come in and see our latest styles.

Fitwell & Goode
Merchant Tailors
123 Washington St.
Boston

DEALER ELECTRO, SHOWING THE GOODS.

first time. It was established forty-two years ago. It imports high-grade fabrics for distribution among the high-grade merchant tailors in this country. For this reason, the Willis advertising

is necessarily different from the Shackamaxon and Stein advertising, which is in the interests of the products.

An official of the firm explains the Willis viewpoint as follows: "The man who pays more than \$50 for a suit of clothes or an overcoat is entitled to an imported fabric. The highest grade custom tailors, who never command less than this price for any garment, have always made it their practice to submit to their clients only cloths that come from Europe. There are many custom tailors, however, who, because of local conditions, find it impossible to confine their business exclusively to the making of garments of the highest grade. It is to assist them, as much as possible, that we have dwelt entirely upon that branch of their business in our advertising. We believe that by identifying our imported merchandising with advertising, we will give to the merchant tailors of the country a new argument and an active selling force in their business."

As a means of identification, Willis & Co. stamp every yard of their importations with their trade-mark and all the advertising and literature emphasize the fact that this mark is only to be found on imported goods. At the same time that the Willis advertising will materially help the tailor who charges \$50 and upwards, it will also help all custom tailors, even those who make \$25, \$30 and \$35 garments, inasmuch as it booms the custom business generally like the Shackamaxon and Stein advertising.

The Willis advertising is handled by Mr. Daly, of the Cheltenham Advertising Service, and is being carried this fall in the following publications: *Century*, *McClure's*, *Life* and *Country Life in America*.

This little trio of woolen advertisers is bound, in the near future, to be augmented by others, for there is a large unexploited field of argument in individual service and sponsored fabrics. We shall soon see a competitive advertising struggle between these two dis-

tinct divisions of tailoring. All of which is as it ought to be, for ready-made clothing has had too easy a path to success.

"MADE IN MONTANA" PROPAGANDA.

Plans are being formulated by the Commercial Secretaries' Association of Montana, looking forward to the advertising of Montana's resources and possibilities. The plans call for an appropriation by the legislature of a sufficient sum of money to advertise the state. The Commercial Secretaries' Association has adopted measures to impress upon all Montana manufacturers the value of using the phrase, "Made in Montana."

BUFFALO BILL ON ADVERTISING.

The Seattle Publicity Club entertained Colonel William F. Cody, better known as Buffalo Bill, at a luncheon tendered him September 9th. Colonel Cody said that he was not an advertising man himself, but admitted that he had been much advertised. "Advertising is a mighty good thing," he said, "but you must have what you advertise. You boys have a bully good start out here, but the start is not all. You must keep it going after it is started."

H. W. SIMMS DEAD.

Horace W. Simms, auditor of the Frank Presbrey Company, New York, died at Ashville, N. C., September 18th.

Mr. Simms had been identified with the Presbrey Agency for eight years, beginning as a bookkeeper. Previous to that time he had been in the business office of the New York *Evening Post*. For some time his health had been failing.

Willis R. Roberts has been appointed advertising manager for William H. Maule, seeds, Philadelphia. Mr. Roberts has a large acquaintance in the advertising fraternity, inasmuch as he was the manager of the Religious Press Association, of Philadelphia, for upwards of twenty years, resigning in 1906.

The advertising men of Richmond, Va., were the guests at a banquet given by Samuel Wagaman, of Richmond, August 30th. Among those present were: John Rodgers, of the *Times-Democrat*; Robert J. Hess, of the *News-Leader*; James F. Armstrong, Jr., of the *News-Leader*; Carl J. Rostrup, George W. Lemons and R. E. Yates, of different agencies.

The Spokane Ad Club re-elected its old officers recently, and made Leonard Darbyshire, advertising manager *Inland Herald*, chairman of the executive committee. The club is planning an instructive season of readings. One of the features of the winter will be a course of lectures on advertising, furnished by the Advertising School of the University of California.

Every City Block in New York Is a Community in Itself of 3,000 People

Do you want their trade?

Then advertise to them as you would to any detached community—put your advertising where you *know* they will see it.

A big painted bulletin on the corner will tell your story to every individual in the neighborhood, with a faithfulness and persistence unequaled by any other method.

You can locate such bulletins all over New York, in prominent centers where your goods are on sale, and where every inquiry will mean a sale—or where you need inquiries to influence the dealer to put the goods on his shelves.

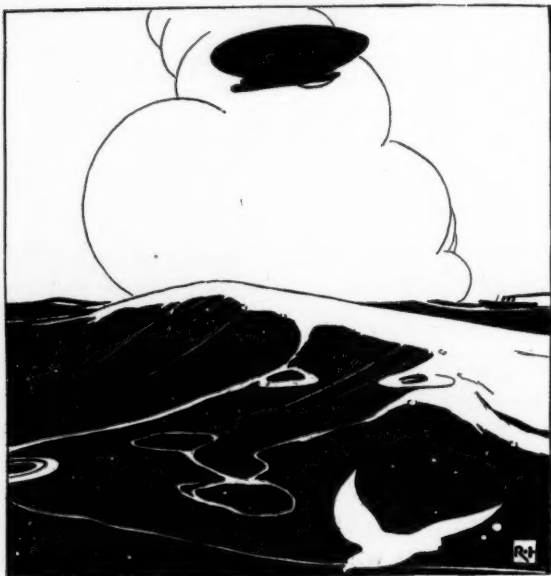
Bulletins 10 feet high by 20 feet long average in cost \$10.00 per month each—from \$5.00 to \$20.00 each, depending on location.

If you could buy, in any City of 3,000 inhabitants, one big sign, that must be seen every day by everybody, at a *total expense* of \$10.00 a month, wouldn't you consider it a great bargain?

Write us just what you feel your needs are in New York, and let us prepare a detailed plan for meeting them.

The O.J.Gude Co..N.Y.

Broadway, 22nd Street and Fifth Avenue
NEW YORK CITY



Across the Atlantic in an Airship

MR. Walter Wellman announces that he has chosen HAMP-
TON'S MAGAZINE as the
exclusive publication in which his own
story of the "America's" air voyage
across the Atlantic Ocean shall appear.
He will write nothing for any news-
paper or any other magazine concern-
ing the "America's" undertaking.

The final preparations for Mr. Wellman's momentous journey are now being made. The "America" may start almost any day on the cruise that will mark a new era in the world's history.

Scores of thousands have seen Mr. Wellman's great, beautiful, powerful airship. Scientists and mechanics from all over the world have examined its every detail. And laymen and scientists alike are convinced that Mr. Wellman has at least an even chance of making his dream come true.

To HAMPTON'S MAGAZINE fell the honor of printing the last of the great earth stories, Peary's own description of his discovery of the North Pole.

It is entirely fitting that the first of the great air stories—Mr. Wellman's successful trip across the Atlantic Ocean—should appear in the same magazine.

Mr. Wellman is a brilliant journalist, a writer of exceptional ability. Before he starts he will prepare for "HAMPTON'S" a complete account of his experiences as an aeronaut and builder of airships. He knows airships as probably no other man knows them. If he crosses the Atlantic in the "America" he takes rank with one of the world's famous men, and the value of his articles to a magazine will be immeasurable.

QUAKER OATS' NEW SOCIAL STATISTICS ANGLE FOR COPY.

CAMPAIGN BASED ON EXTENSIVE INVESTIGATION NOW ON—HOW IT WAS WORKED OUT—GENERAL TENDENCY TO "INVESTIGATE" FOR A BASIS OF CAMPAIGN.

By Kirke S. Pickett.

"Investigations" of one sort or another are becoming more and more in vogue as the basis of an advertising campaign. Sometimes these investigations are private, and directed upon trade channels; sometimes they are investigations staged and costumed for portentous presentation to consumers as arguments to buy.

An instance of the former confidential kind of investigation is that of one of our largest national advertisers who has only within the past few weeks completed an investigation in agricultural communities, spending thousands of dollars, in the hope of proving, past all possibility of doubt, that one or another class of advertising media is pre-eminently the best for its particular ends in reaching rural consumers. This advertiser has sent out a number of the keenest young men it could obtain. From the statistical results they have brought in have been deduced advertising facts which are estimated to be worth many thousands of dollars to this advertiser.

Within a fortnight, on the other hand, the Quaker Oats Company has launched a new advertising campaign which will continue throughout the winter, and is said to be the largest and most thorough campaign which this company has conducted in the twenty odd years of its advertising experience. This campaign is based on a pretentious and expensive investigation of the kind which is to be featured to the consumer as a selling argument.

C. C. Hopkins, of Lord & Thomas, when commissioned last March to start this campaign in September, called it "a stunning

commission," "an advertising issue where success or failure meant much to me."

With the idea of stimulating fresh human interest in a subject old and worn, a plan was per-



Wholesome Types

They Who Never Had a Chance

Perhaps these statistics may accent the opinions of countless authorities on the worth of oatmeal as food for the years of growth.

In 51 poorhouses which we sent men to canvass, we found that 92 out of each 100 inmates rarely or never ate oatmeal in their youth.

In the lowest tenement sections of New York and Chicago, we find that out of one home in twelve serves oatmeal.

Only two per cent of the prisoners in four great penitentiaries were brought up in oatmeal homes.

In three prison schools for wayward boys—filled with the deficient and underfed—only one-third of the boys ever ate oatmeal at home. Few had it for regular diet.

Compare those figures with these statistics, taken among the intelligent.

Among the homes of the competent—both in New York and Chicago—it was found that seven-eighths regularly serve oatmeal. Out of 1,842 universities interviewed in the great universities, four-fifths came from oatmeal homes.

Out of 50 leading professors in one university, only two do not eat oatmeal.

Boston consumes 22 times as much oatmeal per capita as does a certain state with low average intelligence.

Out of 475 physicians replying, 353 serve oatmeal in their homes.

The children of the intelligent, it appears, are very generally fed with oatmeal.

The reasons are these: They who know food values know that oatmeal is the greatest food for the young.

Oats had all cereals in protein, organic phosphorus and lecithin. Proteins are the body builders, the energy-giving foods. Phosphorus and lecithin are the dominant elements in the brain and nerves.

For growing brains and bodies, oats form the best balanced food. There are countless evidences that children thrive on it better than on other foods.

Quaker Oats

The Oats that Children Love

The best oats that grow are sited 82 times to pick out the richest, plumpest grains for use in Quaker Oats. We get only the points of such oats from a bushel. One result is 40-oz. tins so finely flavored, so rich that it has won more of the millions who delight in oatmeal. If you want your children to eat oats, give them the Quaker Oats. They cost but a half cent per quart.

Regular size package, 10c

Family size package for smaller sizes and economy, 25c.

The prices stated do not apply in the extreme West or South.

The Quaker Oats Company
CHICAGO



ALAS! THEY DIDN'T EAT QUAKER OATS!!

fected of sending out a corps of investigators to learn the relation of oatmeal consumption to intelligence and success as far as possible.

For four months this investigation was pushed. It is said that the services of 130 aids were required. Mr. Hopkins commenced by sending out men to visit the

homes of the competent and the prosperous in New York and Chicago, where, he says, they found that, in seven out of eight homes, oatmeal is served regularly. At the New York Athletic Club, for instance, these men found that one-half the guests ate oatmeal with their breakfast every morning.

The investigation was extended. One aid went to Washington, where he organized a corps of seven bright Washington newspaper men. These started out on March 24th to interview the members of Congress and learn how many came from oatmeal homes.

Vice-President Sherman was "cornered" in his stateroom on a fast-flying train. Not even the White House was spared. Men were deputized to interview the governors of practically every State. Teachers, university professors, and students were quizzed. "We found that two-thirds of the teachers of children came from oatmeal homes," says Mr. Hopkins. "Out of fifty leading professors in one university, only two did not eat oatmeal."

Then there was the other and less agreeable side of the problem to be taken up. Men were sent out to find out the results of not eating oatmeal. Fifty-nine poor farms situated all over the United States were visited. Six thousand inmates were queried. It is claimed that not one in thirteen came from "an oatmeal home." Then there were four prison schools, four State penitentiaries, the tenement districts in New York and Chicago, in the latter of which it is claimed that not one house in twenty served oatmeal.

WEAVING THE CAMPAIGN.

Then began the task of weaving together these facts into advertising copy for the campaign. In his representations to dealers concerning this unique campaign, Mr. Hopkins makes these broad and interesting statements:

"In dealing with matters of this kind, it is but a short step between the sublime and the ridiculous. Give to these facts but a slightly

CIRCULATION THAT PAYS

If *volume* of advertising carried by a Newspaper is proof of its standing in a community, then the following record of advertising carried by the Newspapers of Syracuse during September is interesting.

Post Standard, 33,030 inches
Journal - - 28,820 inches
Herald - - 26,280 inches

In AUGUST, the *POST STANDARD* carried about 2,000 inches more than any other Syracuse paper, and much more during the fiscal year just ended. Therefore, if *volume* is any proof, we have proven the supremacy of

The Syracuse PostStandard

But *volume* alone is not the only argument in our favor. When you recall that the *POST STANDARD* receives from local advertisers an average of over 25% more than is paid the Herald and from 50% to 200% more than is paid the Journal, then the larger volume in the *POST STANDARD* becomes doubly indicative of its strength and standing.

Over 46,000 Daily

is the present circulation of the *POST STANDARD*. This is about 17,000 more than is claimed by the Herald, our next nearest competitor.

PAUL BLOCK, Inc.

CHICAGO NEW YORK BOSTON

wrong touch and they would seem like far-fetched claims. Then people would smile, and say we were advising how to keep out of the poorhouse and prison. Not a single advertisement used in this campaign will be re-written less than ten times. Each is written and laid aside, to be written over on another day and in another mood. Each is submitted to scores of people to note the effect which it has on them. Each word is discussed, each phrase thought out, until it conveys, in the briefest way, the exactly right impression."

SELECTING THE MEDIA.

The same consideration which went into the assembling of the facts upon which to base the text of these ads has also been expended in the selection of the media and publications to be used. A thorough investigation has resulted in the selection of the following media: Women's publications, mail-order papers, Sunday newspaper supplements, illustrated weeklies and a handful of miscellaneous publications. In addition, there are street car cards, signs and billboards.

The combined circulation of the publications referred to is quoted as being 22,515,623 copies per issue.

The list of women's publications totals a circulation of 6,417,853 and includes: *Ladies' Home Journal*, *Woman's Home Companion*, *McCall's*, *Pictorial Review*, *Ladies' World*, *Housekeeper*, *Mothers' Magazine*, *Modern Priscilla*, *The Housewife*, *Dressmaking at Home*, *Good Housekeeping*, *National Food Magazine* and *Deutsche Hausfrau*.

Heretofore the mail order journals have been used to win trade away from dealers. The Quaker Oats Company is going to use them in order to help the local dealers sell to the population of the smaller places. Thirteen mail-order publications on the list are as follows: *Woman's World*, *People's Home Journal*, *Home Life*, *Comfort*, *Woman's Magazine*, *Gentlewoman*,

American Woman, *Woman's Home Journal*, *Household*, *People's Popular Monthly*, *Woman's National Daily* and *Holland's Magazine*.

There will be forty-three great newspapers represented in the list reached by the Sunday supplements used, the total circulation being 5,094,000. There are to be four illustrated weeklies used, as follows: *Saturday Evening Post*, *Literary Digest*, *Christian Herald* and *Outlook*. The combined circulation per issue of these is 2,385,000. The five miscellaneous publications include the *Extension Magazine*, *American Baby*, *Bellman*, *Retail Clerks' International Advocate* and the *Yale Scientific Monthly*, the total circulation being 165,000.

For seven weeks this winter 20,000 street cars will carry the Quaker Oats car cards simultaneously with the other advertising. It is estimated that this advertising will be before the eyes of at least 4,000,000 people daily. The car cards used will be of the same general type as the advertising in the publications.

Before many weeks, too, 1,190,000 square feet of wall space will have been freshly painted with appropriate new Quaker Oats advertising. In a similar way, 160,000 square feet of space on painted bulletins will be done over. And, to round out the whole campaign, a quarter of a million sheets of posters will be used and sampling will be conducted in stores almost without number.

To give the retail dealer an approximate idea of all this advertising, the Quaker Oats Company claims to be sending out a house organ entitled *Some Quaker Business Stories* to some 200,000 stores.

CERTAIN TO BE CRITICISM.

Criticism is already rife about this advertising—many claiming that it is a flagrant example of negative advertising. A funny man has already wondered how we are to choose between Post and Quaker Oats in this matter of getting brains and prosperity.

Where Circulation Counts

When a newspaper is read and believed and trusted in, the advertisers get maximum results.

THE NEW ORLEANS ITEM goes into over 23,000 homes in New Orleans every evening and Sunday morning. It is a two-cent paper, of the highest standing, and is recognized as the most influential medium for good in New Orleans. Wherever THE NEW ORLEANS ITEM circulates, it is a positive force. The paper's increase in strength and prestige has been both remarkable and continuous, and this is testified to by the substantial growth of its business.

The New Orleans Item

is to-day growing steadily in circulation and influence, and the former in spite of raising the weekly subscription from ten to fifteen cents.

Yearly contracts in THE ITEM made now are good contracts to own.

THE NEW ORLEANS ITEM goes to some two hundred odd cities in Louisiana and Mississippi, but it doesn't cover the entire South. What it does do is to circulate enough copies in every community it reaches to be a great factor in influencing sales there.

The most clearly expressed circulation statement made by any newspaper has just been prepared by THE ITEM and will be sent upon request. A Map of New Orleans shows exactly how the City is covered and an itemized list of country towns shows how they are reached.

**Address: Elmer E. Clarke, Business Manager,
THE NEW ORLEANS ITEM,
New Orleans, Louisiana**

SMITH & BUDD CO.,
Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg.,
St. Louis.

FALLACIES IN FIGHTING MAIL ORDER COMPE- TITION.

THE NARROW CONCEPTION OF ECONOMIES WHICH MAKES DEALERS AND MANUFACTURERS RAIL AGAINST DIRECT SELLING—THEIR BEST WEAPON, ADVERTISING, LYING TO THEIR HAND UNUSED.

By E. W. Rankin.

Of the Capper Publications, Topeka, Kan.

I believe that when a manufacturer can sell his product direct to the consumer he is engaged in a perfectly legitimate kind of merchandising. This is so self-evidently true, in fact, that I will not argue the proposition.

And if this be true, it follows that there should not be any legal restrictions upon direct, or mail order, selling. To the writer hereof it seems self-evident that there should be all possible facilities for cheap and easy conveyance of goods of all kinds, whether in small or large quantities.

If it lies at all within the province of the Government to carry the people's mail, and I believe it does, then it would seem entirely superfluous to argue that as large and as weighty packages should be carried as can be carried consistently with the Government's facilities for handling mail, and that the rate for this service should be made as low as possible. This surely is in the interest of the largest possible number of people.

In other words, I believe in a parcels post. I have never heard an argument against the parcels post which took account of the interest of the largest possible number of people which is the only *raison d'être* of the postal service. The greatest good to the majority is absolutely the only proper consideration in making postal rates.

And while this is so true, yet I am sure that with a parcels post as well as without a parcels post 90 per cent of the retail merchan-

dising of this country will always be done through the dealer.

But because of the facility with which in these days of organization the retail dealers in a small town or a large town can organize to control prices, which means to raise them as they are in fact doing in many cities, it is exceedingly wholesome for us ultimate consumers that the retailer feel that the so-called mail order house is his actual or possible competitor and sooner or later the people are going to have a parcels post in spite of the powerful and so far effective opposition of the express companies which are paying as high as 300 per cent dividends on watered capital stock.

Those concerned in fighting mail order competition should not seek to fight it by legislation directed against mail order business. If they do seek so to fight it, their efforts in the direction of repressive legislation should be resisted and will be resisted by the people, who are more and more alert to the fact that when a man or any set of men get unrestricted power in their own hands there is great danger that they will use this power against the people's interest. That is the Western idea, at least. It has always been the American idea that no man, nor limited number of men are good enough and wise enough to be entrusted with absolute and irresponsible governmental power. The idea is growing that this principle applies likewise to economic power.

Those whose interest it is to fight mail order competition can do it legitimately by securing for themselves as fair rates of transportation as possible for their particular locality. They can do it and should do it by fair terms to customers, by attractive quality of goods and by the right sort of price making. In other words, by all sorts of legitimate competition. If they cannot meet these requirements they cannot properly serve the public and have no reason for existence anyway, so far as the public is concerned, and certainly they have no right to

ask for class legislation in their own interest.

ADVERTISING THE ONLY METHOD OF MEETING MAIL ORDER COMPETITION.

There is no use concealing it any longer, so I will say what you knew all the time I was going to say, that manufacturers selling through jobbers or dealers should fight mail order competition by *advertising*. I will go further and say that if they do not fight it by advertising they are not fighting it at all. Fighting wind mills is no saner and no safer than the attempt to fight mail order competition by any other method than advertising.

Not long ago I was talking to a manufacturer of an agricultural implement whose factory is about 300 miles from Topeka. He sells through the dealer—a perfectly legitimate way of selling his product. He is under no obligation whatever to sell in any other way. He does not advertise. His product has merit. It ought to have a wide sale. His factory is not large now and is no larger than it was three years ago.

He has a competitor in the same town who manufactures the same implement. He sells it through farm paper advertising space to anyone anywhere who wants to buy. This manufacturer also is doing an absolutely legitimate business. He is an extraordinarily heavy advertiser and he is compelled constantly to increase his manufacturing facilities. There has not been a time for three years when he was not putting up one or more new buildings. The manufacturer who sells through the dealer had the nerve to tell me I should not carry the business of his competitor at all, on the academic theory that what he calls the mail order business is an illegitimate business, that it hurts the dealer, which means that it hurts the small town and more to the same familiar effect. I don't object to his theory because it is academic, but because it is wrong.

I asked him whether, if I should throw out his competitor's advertising, I would get his own for the papers with which I am con-

Collier's November Outdoor America Issue

¶ Manufacturers of skates, sleds, mufflers, sweaters, overcoats, jackets, gloves, shoes and boots who appreciate the tremendous advantage of starting their advertising at the time people *begin to think of* cold weather apparel and sporting goods can secure an exceptionally valuable service in Collier's November Outdoor America issue, dated November 12th.

¶ The list of contents contains some articles of unusual merit that will add even more to a larger-than-usual circulation.

¶ The forms close October 22nd.

T. L. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY

nected to make up the loss. Of course, I wouldn't. Nothing was further from his thought. His only thought was to profit at the expense of the publisher. His idea was that the enormous business now going to his competitor would somehow come to him if it were not for his competitor's advertising. But it wouldn't. His business would show no increase even if his competitor were wiped off the map.

On the other hand, with the same effort, the same initiative, the same selling ability, though directed in different channels during the past five years, he would right now be doing as much business as his competitor.

I asked him why the publisher should have such vital concern for the welfare of the implement dealer in the small town. I have nothing in the world against the dealer. I wish him well. But we are not doing business with the dealer. We are doing business with the hundreds of thousands of men and their families on farms in Kansas and the Central West. Naturally, I am more concerned about their interest than about the interest of the dealer. The implement manufacturer referred to above who is selling to farmers is actually creating a demand for a useful implement which makes for better farming, an implement which, in my judgment, should be on every farm, at least in the corn belt. Its use means agricultural prosperity, which means prosperity for the farm papers incidentally. This, in addition to the fact that this manufacturer is buying advertising space from us. He is, so I believe, making just as good an implement as the other man and the farmer buys it at a lower price. He is a benefactor, therefore, to thousands of farmers and the prosperity of the farmer is quite as important to the country, to put it conservatively, as that of the dealer.

My friend who sells through the dealer has a badly distorted view of the situation. His idea appeared to be that there is some sort of magic about the mail order success of his fellow townsman,

and evil magic at that, that it was brought about by collusion between his competitor and the publisher and that if it cannot be stopped in any other way it should be stopped by law. Could absurdity any further go?

There is no magic about it whatever. No business is more uncertain than the mail order business. The mortality rate is exceedingly high. The implement manufacturer whose product sells through the dealer and who puts power behind his salesmanship, of which advertising is an increasingly vital part in an age of advertising, is still doing business at the old stand—and more of it.

Not only have mail order manufacturers and merchants been a positive force in modern merchandising through advertising, but the manufacturers selling through retail dealers, many of them, have boosted the mail order game themselves by failure to advertise in the farm papers. By their negative policy they may almost be said to have created the mail order business amongst the farming population.

Take the situation in Kansas, for instance, a typical agricultural State. There are 180,000 farms in this State. The average farm income in Kansas in 1909 was \$3,000. This was an increase of \$300 over the average farm income in this state in 1908. This increase, by the way, represents half the entire income of the average American family.

The situation in Kansas is that the farmers are not magazine readers in the sense in which this is true of the people in the towns and cities. The general advertisers of the country have as yet done little to reach these Kansas farmers with their almost inconceivably great purchasing power, while the general publicity advertising, so-called, in the magazines coming into Kansas is probably overdone.

What did general advertisers expect? Did they suppose this fertile field would lie fallow, and do they now suppose that publishers of farm papers reaching the farming population will dis-

courage mail order advertisers from buying space in the farm papers? And on top of all this, are they fatuous enough to believe that the people in Kansas and the Central West will stand for virtually protecting them from mail order competition? The tendency in the West is precisely in the opposite direction. The constantly increasing demand in the West is for transportation facilities of every kind, freight, express and mail, at the lowest possible cost and on absolutely the same terms for everyone.

It would be a calamity to the farmers and, therefore, to the country, if the agricultural implement business of the country were absolutely in the control of either the manufacturers selling through the dealer or of the manufacturers selling direct to the farmer. The best way to maintain the balance of power is by advertising, by putting the case right up to the court of last resort, which in the instance above mentioned means the farmers of the country through the only medium by which both of the two manufacturers mentioned above can reach the farmer—that is, the agricultural press.

The manufacturer who sells through the dealer may as well make up his mind that it will be a long time before the publishers of farm papers refuse to accept mail order advertising because they "do not believe in the mail order business." The manufacturer selling through the dealer who cannot meet mail order competition either through advertising or without advertising cannot reasonably ask for charity in the shape of legislation made to order for his special benefit. The Lord only can help him.

Some men are born wealthy, some inherit wealth and others appreciate the value of printers' ink.

The Oklahoma City Ad Club opened up its winter season on September 8th when it presented A. W. McKeand, the retiring secretary of the Oklahoma City Chamber of Commerce, with a watch-fob.

"The Economical Way to Cover the Country Is to Advertise by Districts"

XIX

All conditions favor the advertiser who conducts a campaign in

The Advertising District of Cincinnati

Business is good throughout this section. Factories are running up to their capacity—the people have money to spend and are spending it. You couldn't ask for better conditions than we have here. Then why not go after *more business* with the aid of

THE

CINCINNATI ENQUIRER

The homes in which *The Enquirer* is the favorite newspaper constitute the cream of the quarter of a million homes in this territory. There is no waste to *The Enquirer's* circulation—you get exactly what you pay for. And a proper use of *Enquirer* space is bound to bring results.

Foreign Representatives

I. A. KLEIN
Metropolitan Tower, New York
JOHN GLASS
Peoples' Gas Bldg., Chicago

A Splendid Territory

and some facts about the two daily papers that cover it.

Centers of activity are the fertile fields of advertisers, for advertising to be successful must reach the people who have the buying power, and wherever there is activity—commercial, industrial or agricultural, there will be found successful people who have the means with which to respond to the promptings of the advertisement.

The purpose of the orator and the purpose of the advertiser is one and the same. Each seeks to move to action his hearers or his readers, and unless he persuades, the orator or the advertiser has failed. Failure is certain if the orator lacks the audience or the advertiser appeals to those who have not means with which to respond.

Throughout the entire country are great centers of activity from which and to which there are the constant streams of commerce. In each of these communities is at least one newspaper of paramount importance that reaches the greatest number of dependable people, and has the greatest influence on the public and private life of the community. This newspaper or newspapers touch the life of the entire community at every angle and offer to the advertiser the most effective means of carrying his appeal to fertile fields.

In this community, and by this community is meant not only the city of Louisville and its immediate neighbors, but that great commercial and industrial circle of which Louisville is the center, there are two newspapers that meet the needs of the advertiser who seeks the most profitable field. They are the Courier-Journal daily and Sunday, and the Louisville Times.

The Sunday Courier-Journal is admitted on all sides to be the most powerful advertising medium in this part of the country. Its circulation is over a broader field than that of any of its neighbors, and in this broad field is more nearly universally read. If but one newspaper is read in a home, that paper, in the great majority of cases, is the Sunday Courier-Journal.

Its superiority is confirmed by the fact that while its advertising rates are higher than those of any other paper in

the community, yet it carries the most advertising of the greatest number of advertisers. The character of the advertising appearing in the Sunday Courier-Journal is diversified; covering practically every branch of trade and commerce.

In this community the Sunday Courier-Journal is considered of greatest worth to the advertiser because it produces results and it produces results because it reaches the greatest number of all classes of people.

The daily Courier-Journal is the recognized leader in the daily morning field. Its superiority as a gatherer and distributor of the most of the world's news gives it an unquestioned position. It is a really satisfying newspaper. It reaches the best people of a community that boasts a superior citizenship. It is THE home paper in a community of homes. The esteem in which it is held gives weight to the appeal of its advertisers.

The Louisville Times, published in the afternoon, is the sprightly, rapid-fire paper of the community, and in this field it has no equal. Its circulation is unrestricted because it appeals to all classes, for it tells in a terse attractive manner the story of the world's affairs, without bias or prejudice, and tells it first. It is the hustling enterprising newspaper of the community, thoroughly alive to every public movement and in touch with every public demand. It is in the home of the laborer and the home of the capitalist, equally interesting and greatly appreciated by both.

In other words, the Louisville Times is the highest type of the popular newspaper. It is the handshaking, good-fellowship brand that finds favor with the people.

So the advertiser who seeks business within this circle of activity, can reach the fertile fields through the Sunday Courier-Journal, the daily Courier-Journal and the Louisville Times. The combined use of these papers will place his appeal before practically the entire buying element of the community—he needs no other newspaper because these great journals, different in character, yet each supreme in its field, cover the entire community convincingly and profitably.

The Courier-Journal and Times are represented in the foreign field by The S. C. Beckwith Special Agency, Tribune Building, New York, and Tribune Building, Chicago.

FEASIBILITY OF CAR-CARD COUPONS DEMON- STRATED.

CONTINENTAL CASUALTY COMPANY
OF CHICAGO DEVISES SCHEME TO
GET DIRECT RETURNS FROM GEN-
ERAL PUBLICITY — DETACHABLE
POST-CARDS ATTACHED TO CAR-
CARDS.

Asserting a belief that the coupon feature is essential to advertising of most sorts, the Continental Casualty Company, of Chicago, through Chauncey S. S. Miller, of its publicity department, has sought to demonstrate and, in a measure, has actually demonstrated that it is feasible to coupon car display cards. This has been accomplished through a rather unique adaptation of the old idea of placing dodgers in a conspicuous place with the sign, "Take One," and then letting the curiosity of human nature see to it that the dodgers are taken.

In the case of this Chicago casualty company it was felt that the general publicity interest could be rounded out to advantage if it could be so devised that a certain amount of the indirect interest could be made direct. To meet this want, the car-cards shown herewith were made up. Their only difference, of course, from the ordinary car display advertisement is in the placing of a pad of return coupon post-cards on the car-cards. These cards are so arranged that it is easy to tear one off.

"Relative to a general opinion as to the value of this form of advertising," said Mr. Miller, "I beg to state that the returns are satisfactory; so much so that we have recently gone into the suburban car service of the Rock Island, in addition to the Illinois Central Railroad and the Northwestern Elevated Railway here in Chicago.

"The insurance business is unlike most others in that it is not possible to distribute 'sample bottles,' 'miniature packages,' etc., of the commodity to be sold, in reply to requests. Insurance is only

sold by personal verbal solicitations, and it is impossible to issue gratuitous policies.

"However, an insurance company carrying a package of return coupon post-cards on its car display advertisements may excite the curiosity of individuals, who return these post-cards, and thereby indicate their interest in the

Accidents Will Happen

"EVERY time the clock ticks,
every working hour,

The Continental Casualty Co.

H. G. B. Alexander, President

1208 Michigan Avenue

Chicago

PAYS

a dime to somebody, somewhere, who is
Sick or Hurt"

Bread and Butter Insurance

A Word to the WIVES is Sufficient.
They know what it means when
Your "Income's cut off" by Accident
or Sickness. Before Your Outgo's
Increased Have your Income Insured.

Continental Casualty Co.
CHICAGO

CONTINENTAL CASUALTY CO.

CHICAGO

If Your Income's Insured You can smile at Fate.

Somebody's Killed by Accident every 9 minutes.

30,000 non-fatal accidents daily.

BUT are your Producing Hours Protected.

Continental Casualty Co.
CHICAGO

CONTINENTAL CASUALTY CO.

CHICAGO

GOOD CAR CARDS—POSTCARD PAD IN
CORNER.

proposition. With interest aroused three-eighths of the sale is made, and there only remains the matter of understanding and conviction for a bright salesman, equipped with goods of bona-fide value, to compete the sale.

"In my humble judgment, the coupon feature is essential to advertising of most sorts. It is a tangible way of proving the immediate and direct value of the publicity paid for. It is not possible to coupon painted and poster display advertisements. We have demonstrated that it is feasible to coupon car display advertisements, just as readily as newspaper or magazine displays."

"COPY"

THE essence of good advertising
— of that successful advertising
which brings the desired results—
is, after all, good "copy."

¶ Without trying to explain a system
in so brief an advertisement, we offer
complete and superlatively good facilities
for thorough, original "different,"
consistently fresh and attractive, pulling
advertising copy.

¶ Those appreciating such service
will do well to communicate with us.

THE
Siegfried
COMPANY.

GENERAL ADVERTISING

50 Church Street—New York

Telephone 7825 Cortland

SELLING VALUE IN STORE FRONT INDIVIDUALITY

SOME INTERESTING EXAMPLES OF ARTISTIC PERSONALITY—THE ADVERTISING VALUE OF THE RIGHT FRONT PRESENTATION.

By Bertram Healy.

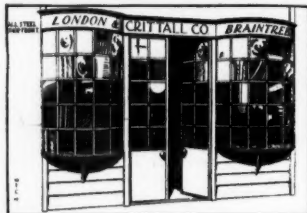
Any good salesman will tell you how necessary it is to have "a good front." (Some salesmen are all front!)

So very often a high-grade manufacturer's trade-marked goods are sold by a retailer whose store is not in keeping with the high grade of the article. Consequently advertisers are interesting themselves in the question of aiding retailers to give their stores the personality and attractiveness commensurate with the quality of goods they sell.

The first point at which many dealers fall down is the *store front*. With that splendid capacity for endless sameness which so many builders show, the store fronts that most dealers possess are very monotonous, even often

The character of his service, his patronage and his goods is loudly proclaimed by the physical appearance of his place.

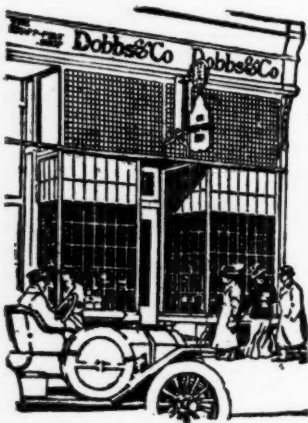
The store front is like the type



with which an ad is set up, and the taste that it displays. For some businesses it pays to sacrifice appearance somewhat for quantity of display room. But for most cases it should not be a question of how much display room a store front can be made to yield, but how many people can you induce to give real attention to whatever display room you have, be it large or small.

It is not the large window or the large store front which has the biggest chance—it is the quality of appeal which can be achieved. It is far more effective to put one single article in a window, if that article *and* the store front, etc., which form its setting, are of the kind that merits attention.

The two store fronts here shown are, perhaps, ultra artistic, but they are suggestive of the possibilities to be developed by any retailer who studies the matter. The upper one is that of Dobbs & Co., Fifth avenue, New York (selling Crofut-Knapp hats); while the other is an English shop.



impractical. Certainly, they rarely make use of their full advertising opportunity.

This fact comes from failure to realize that a great part of trade is secured for a retailer by the appearance and earmarks of his exterior and his window contents.

NEW SAN FRANCISCO PAPER, THE "SUN."

The Democrats in California have now enjoyed the services of a Democratic daily for nearly a month, it being the San Francisco *Sun*, a one-cent paper, published by the Democratic Press Company. The newcomer is now the only one-cent newspaper in the San Francisco field. It has a good mechanical equipment and a bright prospect. Henry J. Bartlett is general manager, James Stuart is business manager and H. A. Dunn is editor.

New Type and Quality

An Advertisement by Elbert Hubbard

¶ Every little while some fellow who wants the real goods writes to me for printing. Maybe he is away off in San Francisco or San Antonio or Boston; he may have a printer doing business right next door; but still he writes to me.

¶ If he has ever had work done here before, he doesn't say anything about prices—just sends along the job.

¶ But the new customer generally wants some figures, and when he gets them his next letter probably tells us that he knows a printer who will do the job for "just about half that."

¶ Does he send the job to the other fellow—the Cut-Price Jabberwok? On your life he does not!—and I will tell you why, Algernon: it is because he wants *Roycroft Quality*.

¶ Quality pays, and pays big dividends. It is not much harder to turn out a fine piece of printing than it is a bum job—just a little more care, just a little more patience and a little better typography.

¶ If you do good work, pretty soon you find men and concerns who will pay Your Price.

¶ Low Price and Poor Work go hand in hand.

¶ Here at Roycroft we use good paper and good presses and hire the best printers we can find—Printers with the artistic grouch preferred. But if the printer is supplied with a lot of worn-out type he is discouraged before he begins to set the job. And the pressman who has to spend his time sticking underlays on the feet of letters that are too low for the rollers to ink them—well, if you are a printer you know what he says. Also, you know just about how long it will be before he is looking for a place where they don't monkey with that kind of type.

¶ I know both sides.

¶ Type costs money, and the Type-Founders have an unpleasant way of sending their bills in with alarming regularity. But you have to have clean, sharp, new type to get "quality" results, and until we installed our Monotype Machine the Type-Founders were getting most of our money.

¶ Now, the fuzzy face of Italian Handmade paper does not worry us a little bit. When the type is worn out it goes back into the pot, and the beauty of it is, that since the Monotype Machine came to our rescue, we not only cast and set the type for "The Fra" and "The Philistine" every month, but make the display-type for the advertisements as well.

¶ So here, then, is a hunch—to get good prices you must have *quality*, and to get quality you must have good typography and good type. The Monotype is the solution, and this is my experience.

¶ When you cut Prices below your self-respect, you lose it.

If you have not received your copy of "Printing for Profit" a postal will bring it

Lanston Monotype Machine Company
Philadelphia

Set in Nos. 36, 30, and 86 Series and Monotype Borders

THE REASO

Chicago Morning Newspaper

The Circulation Reason

EXAMINER daily city circulation . . . 1

Examiner books open to Everybody

Tribune city circulation (estimated)

Record-Herald city circulation (estimated)

The Advertising Reason

In display advertising for the first eight months of 1910 over
same eight months of 1909 the record was as follows:

THE EXAMINER gained, . . . 1,187 co

The **Tribune** lost, 253

The **Record-Herald** lost, 49

Examiner total daily
circulation 226,29

Examiner total Sunday
circulation 624,60

REASON WHY

Newspapers Reduce to One Cent

Reason

- . . 184,779
 - . . . 70,000
 - . . . 40,000

Reason

as of 1910 over the
 s as follows:

- 1,187 columns
 - 253 columns
 - 49 columns

26,294

24,607

Examiner's Big Success Forces all the other Papers to a Penny

Reprinted from EXAMINER, Sept. 25, 1910.

The Tribune, the Record-Herald, and the Inter Ocean have been forced by the success of the Chicago Examiner to plan a reduction in the price of their papers in the city to one cent a copy in order to check their present rapid loss in circulation.

This cutting of price, which was decided upon recently after a comprehensive investigation by the individual newspapers of the Chicago Examiner's large city circulation, goes into effect on or about October 3.

When the Examiner entered the field seven years ago it was said that a one-cent morning newspaper in Chicago could not succeed. At that time the two-cent morning newspapers had considerable circulation, but when the Examiner issued a modern newspaper for one cent that was superior to its two-cent contemporaries the circulation of the latter fell rapidly.

At the end of three years the Examiner had more city circulation than the Tribune and the Record-Herald combined.

Now, at the end of seven years, the Examiner has 50,000 more city circulation than the Tribune, the Record-Herald and the Inter Ocean combined.

This is the **REAL REASON** why the Tribune has found it absolutely necessary to cut its price to one cent in an attempt to save its circulation from being completely wiped out.

Some fifteen years ago the Times-Herald, the Record-Herald's predecessor, discouraged by its drooping circulation, cut its price from two cents to a penny. The Tribune, whose circulation was in but little better condition, followed suit the next day. But the public did not respond. Neither paper was of the type the people wanted.

The result was that the two-cent price was restored after a few weeks.

Before the Tribune decided upon the present cut in price it sent out agents to discover just what was the circulation of the daily Examiner in Chicago.

The Tribune could have very easily ascertained this by calling at the Examiner office, where the circulation books would have been shown its representatives as they have always been shown to the public.

The individual investigation by the Tribune around town, however, showed that the daily city circulation of the Examiner in Chicago is 185,000 net paid, and that this circulation is about three times that of the Tribune in the same territory.

Color is lent to the rumor of the advent of new capital into Chicago newspapers by the story which appears to have come from Record-Herald circles. It is to the effect that that paper will expend \$500,000 in an effort to secure some circulation.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

WHY "HOME INDUSTRY" MOVEMENTS ARE MISTAKES.

SENTIMENTAL INSTEAD OF BUSINESS
VIEW BEHIND SUCH MOVEMENTS—
ADVERTISED QUALITY THE ONLY
BINDER OF TRADE, IRRESPECTIVE OF
WHERE MADE—ADDRESS BEFORE
ADVERTISING ASSOCIATION OF SAN
FRANCISCO.

By Nolan Davis.

Of Street Railway Advertising Co.,
San Francisco.

I am against a Home Industry campaign merely as a Home Industry campaign, and am heartily in sympathy and accord with our local manufacturers (who have quality as their watchword), and would do all in my power to aid them in their efforts to increase trade.

To my mind, there is only one basis on which we can even discuss the question of the exploitation of home industries, and that is, *merit—merit* backed by honest, businesslike advertising. To paraphrase Carlyle: "No state can stand, no nation can endure, built on the shifting sands of sentiment."

We Californians are inclined to be too emotional; we let our sentimental feelings get the best of us. We lose our business head.

Periodically, we come out with a big hurrah—form a Home Industry Club—hold an exhibition of about one-twentieth part of what we produce—paint signs and banners with the wonderful and inspiring legends "Patronize Home Industry" and "Made in California," and try to persuade ourselves we have accomplished a lot of good. As a matter of fact, what have we accomplished?

I will tell you! We have simply aided a few—mind you, a few—of our local manufacturers to side-step a legitimate advertising campaign and take advantage of a little free publicity.

We, whose constant effort it is to decry the spasmodic effort and to advocate the never-ending appeal, are carried away by sentiment, and help, by every means

within our reach, to fool the manufacturer into the belief that he is reaping benefit from these practices.

Now, let us look at the matter from a cold-blooded, business standpoint. With all sentiment eliminated, what does "Made in California" convey to our understanding? Unless you can convince us it is "Made *better* in California," and if, in a well-thought-out, well-worded, educational campaign, with good-reason-why copy, you succeed in convincing us that it is made better than the ordinary—we don't care *where* it is made—we *want* it!

How much cocoa would Walter Baker have sold if he had depended entirely on the slogan "made in Dorchester?"

Where is Pears' Soap made? Who cares?

Why do we drink Ridgway's Tea?

These three industries were made successful because they started with a foundation of merit—advertised it (made it known) and in each instance forced distribution by creating a consumer demand.

We have in our midst home industries that are shining examples of what can be accomplished by the union of merit and publicity.

"Made in France" means a whole lot on a sardine tin—yet Frank Booth sells more than the French variety in every city in which he competes.

Ghirardelli's Ground Chocolate and Cocoa are sold on merit as far East as Kansas City.

Syrup of Figs goes clear across the continent and has enormous sales and yet, as Mr. Queen informed me a few days ago, the California Fig Syrup Co. started their advertising campaign on a sum almost too modest to mention—I think it was something like \$175.

These instances should serve as beacon lights to guide other local manufacturers in their efforts to increase trade.

Assuming then, that in spite of high freight rates, and Eastern competition and every other

thread-bare excuse, *some* of our home industries have made good, what is to prevent the others making good if they follow the same successful business policy?

We have some very meritorious industries situated in the back streets of this city, the owners of which never emerge from their shells unless there is a chance to get some free advertising. You only see their products at a Home Industry display, or in the glass cases of the Chamber of Commerce rooms. These manufacturers think and act as though they were conferring a boon on humanity at large by their *act* of manufacture, and if we do not fall over each other in our efforts to buy their goods, they kick and wail and say business is rotten and San Francisco is going to the dogs and their trade is going plumb to Hades!

Why should we patronize these home manufacturers? Why should we buy their goods? What have they done to make their goods known to us? What have they done to arouse our attention, excite our interest and create a desire for their manufactures?

They ignore the fundamental principles of merchandising, they neglect the well-known and successful methods of salesmanship and sidestep a legitimate advertising campaign. And yet they are surprised there is no demand for their goods.

California people are like other people, they buy the goods they see advertised—they cannot be expected to buy goods that are never advertised.

Our home manufacturers are made up of a *variety* of gentlemen, and when we form a league and seek to raise them all under the "Made in California Patronize Home Industry" standard, we are compelling the strong to support the weak—we are asking the ones with merit to shelter others which lack that essential and which for the sake of the fair name of California, had better not be exploited.

When our local industries come into their own, all that they can expect is a fair share of the trade.

They cannot and dare not boost their own products and advocate the exclusion of the Eastern or foreign goods. The Eastern manufacturers are entitled to just as much consideration as the home manufacturers.

I see no reason why an appeal based on the merits of the goods and not on the reason that they are "Made in California" cannot create a big consumer demand for our home products right here in our own state, and so provide our manufacturers with a capital with which to conquer other fields. Australia is shouting for our goods. Brazil has an emissary at our gates now begging for our trade. Mexicans to-day are buying California canned fruits through New York jobbers. *And yet* our local manufacturers say they are limited in their field!

BALMER ON CITY SALES.

The Milwaukee Advertising Club was addressed September 21st by Thomas Balmer, of New York, who took up the problem of selling staples in cities. Mr. Balmer argued that the national advertising of certain staples no longer has as strong an appeal in the cities as it used.

"This is due in large part," he said, "to the fact that the city consumer of staples buys the finished product rather than the raw material. Take, for example, the national advertising of a certain brand of flour, which did not show as good results in the cities as in the country. With every increase of the population the advertisers were confident that more and more flour must be consumed in Chicago. They based their advertising appropriation and expectation upon the certain fact that so much flour must be eaten in Chicago, without the slightest recognition that the larger and more rapidly increasing bulk of it was not being bought by the consumers, but by the bakers, and sold to the eaters in a form which entirely precluded any possibility of there ever being any adequate return for the national advertiser in such a community."

Seth Brown, of Chicago, talked on the dignity of the advertising man's occupation. He said that advertising consists in "telling good news," and that if it isn't good news, it will fail.

A report has been made by Commissioner of Agriculture Koiner to the Governor of Virginia, covering the \$10,000 appropriated by the Virginia Legislature for advertising the resources of Virginia from an agricultural standpoint. The report shows that \$3,800 was spent for advertising in domestic and foreign papers, that \$1,880 was spent for two foreign agents, and the rest went to miscellaneous expenses.

LITTLE TALKS WITH WISE ADVERTISERS

NUMBER TEN

The collections from advertising and subscriptions in the American Wool and Cotton Reporter for the past twelve months have been Thirty Per Cent greater than for the previous twelve months. (Our books are open for verification of this statement to any large advertiser who is entitled to the information.)

As general business conditions have not been considered as satisfactory during the past twelve months as they were in the previous year, why has the American Wool and Cotton Reporter enjoyed this gain? One reason is that we have made radical changes of men in our editorial and business departments; a second reason, growing out of the first, is that we have made extra efforts to give value to our subscribers and advertisers; but the third, and perhaps the principal reason for the increase, has been the extensive publicity campaign we have been conducting.

The same efforts which have strengthened this journal in the textile field will accompany a campaign of publicity through the columns of the American Wool and Cotton Reporter for any concern which has anything to sell to the textile mills.

On or before January 1, 1911, the advertising rates of the American Wool and Cotton Reporter will be increased in accordance with its circulation. Hence wise advertisers will place their contracts before January 1st.

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

BOSTON NEW YORK PHILADELPHIA WASHINGTON

BUILDING IN NEW ENGLAND

Large Gains Over Previous Years' Records in Contracts Awarded

An index of New England's prosperity is shown in the large gains over previous years' records in the awards of contracts for building construction. The figures for the current year up to Sept. 14, with comparisons, as compiled by the F. W. Dodge Company, are as follows:

Contracts awarded to Sept. 14, 1910....	\$116,186,000
Corresponding period, 1908.....	75,080,000
Corresponding period, 1906.....	86,215,000
Corresponding period, 1904.....	65,130,000
Corresponding period, 1902.....	90,056,000

New England offers a surely fruitful field for any advertiser.

*Where wage-money circulates freely;
where the cities are easy of access.*

*Where the Local Daily Papers are
strong, powerful, result-producing.*



*Ten Representative New England Dailies in Ten Representative
New England Cities:*

<i>Meriden, Ct., Record</i>	<i>Burlington, Vt., Free Press</i>
<i>Waterbury, Ct., Republican</i>	<i>Portland, Me., Express</i>
<i>New Haven, Ct., Register</i>	<i>New Bedford</i> <small>STANDARD AND MERCURY</small>
<i>Worcester, Mass., Gazette</i>	<i>Lynn, Mass., Item</i>
<i>Salem, Mass., News</i>	<i>Springfield, Mass., Union</i>

"TAKING NEW YORK BY POSTER."

ADAMS & ELTING CAMPAIGNING FOR
"HY-POL," THEIR NEW PRODUCT
—DETAILS CAREFULLY WATCHED—
POSTERS CONSIDERED BEST TO
CAPTURE THE BIG CITY.

The Adams & Elting Company of Chicago have come into New York on a heavy poster campaign for "Hy-Pol," one of their most recent propositions, a high grade furniture polish.

This large concern's national advertising for their Hygienic Kalsomine and large line of Adel-ite paint specialties has made them well known to advertising men throughout the country. In discussing the present New York campaign, which he inaugurated, Frederick A. Farrar, the company's advertising manager, said:

"After a careful survey we decided that the poster spaces on the elevated lines in New York and Brooklyn were best adapted for our purpose and we have contracted to retain these positions for five years.

"The posters are 20x60 inch sheets, and are treated in an effective combination of black, purple and green—which colors correspond to those on the Hy-Pol can. The signs are of the horizontal kind and have an oval panel at each end, with the name and a few terse words of copy in the center. The product's name is very strikingly brought out and can be easily read from a distance of several hundred feet.

"I have made it a point to have this same color combination followed out in all store display

cards and in booklets and other matter relating to the product. The cans, which are oval in form, are put out in counter display boxes containing one dozen each. These boxes have the drop front and tape supported cover and are designed in perfect harmony to all the product's advertising matter. I believe in the cumulative effect of these details and strive to get from them the very fullest advertising value.

"Although we used the magazines very extensively in advertising our Hygienic Kalsomine, we regard this later product as an entirely different proposition, and one particularly adapted to the poster form of advertising. Its selling points can be stated in a very few strong, sharp words and in the lithographed posters we are enabled to carry out our color scheme in full. Of course, we are using some magazine and newspaper space and shall continue to do so, although we do not expect to use the publications as extensively for this product as for various of our others.

A NEW INTER-COLLEGIATE PUBLICATION.

The College World Company, New York, has issued the first number of its new publication, *The College World*, with the current month. The first number consists of thirty-four pages, with a two-color cover, and is approximately the size of the *Saturday Evening Post*. It contains articles of interest to graduates and undergraduates of all colleges, and is profusely illustrated.

The Municipal Advertising Committee of the Minneapolis Publicity Club is comprised of W. A. Frisbie, W. B. Morris, A. W. Warnock and MacMartin. The committee is preparing a new illustrated booklet along novel lines advertising Minneapolis.

TYPICAL ELEVATED ROAD HY-POL POSTER.

BETTER COPY. BETTER TRADE PAPER RESULTS.

HORTICULTURAL ADVERTISERS DIS-
COVERING VALUE OF GINGERY ADS.
—HOW A PALM ADVERTISER
AWAKENED INTEREST IN HIS GOODS.

By J. Paul Teas.

Of the McFarland Publicity Service,
Harrisburg, Pa.

To open a trade paper and find a good, sensible, "reason why" ad that presents the facts without dryness on the one hand, or exaggeration and flippancy on the other, is truly a welcome experience to the ad-man who makes any sort of study of trade copy, as well as to every reader of trade papers, whether or not he knows anything about advertising. And it is quite certain, too, that, were one to look up results in these instances, he would almost invariably find that that advertiser is not only reaping the benefits that are deservedly his, but is, in some measure at least, profiting by what his less progressive competitors do *not* do—for a plain, common-sense talk to the tradesman, even though it be a mere "type-ad" with no frantic attempt at display, stands out prominently on the page, conspicuous, even, by its simplicity.

The advertisers in one after another class of trade papers have been realizing this, and horticultural papers are now also feeling the influence.

One of the older advertisers in floral and horticultural trade journals, and at present one of the large users of space, is the Joseph Heacock Co., of Wyncote, near Philadelphia. His trade developed to an extensive scale in 35 years, is principally wholesale, and consists for the most part of palms, orchids, roses and carnations.

A firm believer in advertising, Mr. Heacock has for years depended upon it for a large share of each season's new business. Appreciating that the average trade-journal advertisement lacks real interest and selling value, he has constantly endeavored to bring

his own copy to a point where it would be something more, as he expresses it, "than a price-list and a picture."

Accordingly, when arrangements were made for this firm's 1910 advertising, a course was planned which, it was anticipated, would not only secure new customers, but bring again into line those who had purchased for years past.

Half-pages were reserved in *American Florist*, *Horticulture*,



Harrison's Blue Spruce.
Grown Right; Will Please Your Trade and Make Money for You

You should not see by the average advertisement that the name of the tree is held up as a banner and some paltry list of names is given. Here is a list of names that are known to the trade and the public. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

We have made a list of names of trees that are known to the trade and the public. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

You Are Invited to Visit Berlin This Summer

The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

Supplies List for the Fall Trade

The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

COMPANIES' PRICES

The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

QUANTITIES

The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list. The names of the trees are given in the list.

HARRISON'S

NEAT AND SNAPPY TRADE PAPER COPY.

Florists' Review, and *Florists' Exchange*. The copy, which is changed twice a month, appears in the first two, one week, and in the others the next week, and as most retail florists take two or more of these publications, the story is thus put before pretty nearly all of them every week.

The definite purpose in this campaign, which will continue well into the fall months, has been to reach two classes of retail florists: first, those who have not previously handled palms at all, and second, those whose purchases have been confined to imported stock. Every palm in the Heacock establishment is grown right there from the seed, and a strong argument can be made, therefore, in favor of home-grown stock.

Each advertisement is devoted to one or two definite arguments, with specific reference to matter of general interest to the trade, so as to give each as much of the "news value" as possible. Prices are displayed prominently. To supplement these, a series of post-cards, mailed at intervals, has featured the profit side of the palm department in the retail florist's establishment—with particular reference always, of course, to the merit of home-grown stock as exemplified in "Heacock Quality."

Although the campaign is not yet finished, results are already showing up in a most satisfactory manner, and present indications are that this year's business will show not only a substantial increase in orders over that of past seasons, but will bring a goodly number of new accounts whose continued patronage can be counted on as a substantial asset for future years.

Another demonstration of the efficiency of intelligent trade advertising, which Mr. Heacock con-

siders just as convincing as the foregoing, took place last winter, when this firm prepared to introduce a new pink carnation to the trade. Barring a page insert in full colors, with which the campaign opened, and a full page once later on, the space was limited to "two inches across page." In this case, also, the returns abundantly justified Mr. Heacock's confidence in "sales-talk" copy as applied to trade journal advertising, and the close of the shipping season found the supply practically disposed of, although preparation had been made for a generous demand.

Another advertiser who has realized handsomely from his effort to make trade journal copy readable and interesting, is Orlando Harrison, general manager of the old and well known nursery firm of J. G. Harrison & Sons, Berlin, Maryland. Mr. Harrison's firm has for years used full cover pages in leading nursery trade publications, which space was formerly devoted wholly to a long list of varieties and prices.

New England's Fast Growing City

According to U. S. Census Reports 1910

GREAT IS NEW BEDFORD

From Boston Post, Sept. 28, '10.

New Bedford

MASS.

54.8% INCREASE IN POPULATION IN 10 YEARS

This new population has delivered direct to their homes the

Standard and Mercury

the papers that are growing with New Bedford

Average Combined Daily Circulation **19,731**

The astonishing growth of New Bedford since 1900, during which time she has seen her population increase from 62,442 to 96,652, a rate greater than that of any other Massachusetts city and perhaps any in the East, gives new point to the things that have been said many times about the wonderful skill of her commercial leaders in shifting from whaling to the manufacture of cotton goods. Their wisdom and foresight has never been exceeded in any Massachusetts municipality.

Today New Bedford, without any remarkable advantages for the business and with no water power at all, is one of the leaders of the world in the manufacture of fine grades of cotton cloths. Her product is known and respected all over the world. She has earned her prosperity and is entitled to all the honors that come from phenomenal growth. We presume her civic spirit is keeping pace with her material advancement; that is the only true test of a city's worth.

For information about New Bedford or the papers address
E. V. ALLEY, Adv. Mgr.

EMPHASIZING GENERAL EFFECTS IN WEARING APPAREL COPY.

CORSET ADVERTISERS DESERTING THE UNRESSED FIGURE AND EMPHASIZING FINISHED EFFECTS—HAT, GLOVE AND UNDERWEAR MAKERS FOLLOWING SUIT—MAGAZINE RULES A FACTOR.

Style, the finished effect, the *ensemble* relation to the whole attire, is a matter about which wearing apparel advertisers are more and more concerning themselves.

The time-honored vanity of manufacturers to show their goods line for line and point for point, with little regard for its results and its application—the real thing in which consumers are interested—has produced reams of advertising matter devoid of anything but technical interest. Corset ads could be told from afar by displays of ungainly ribs and dangling buckles, set on an outline figure with the dull rigidity of strait-jackets. Underwear, gloves, hats, socks and other apparel have been shown in the same inanimate way.

To tell the truth, it was the magazines that first jolted advertisers out of this rut. A growing realization of the importance of *demonstrating* as well as talking about style has also been a powerful spur. *How it looks* is almost the greatest factor in wearing apparel. How good its quality and how reliable its maker have usually to take second place.

There was a time when the window trimmer used to think he had done a particularly good job when he had succeeded in heaping high the space allotted to him with piles of different articles of wearing apparel. The result was simply so many masses of goods, lacking in human interest. The same thing is done to-day in some of the "catch-penny" stores. But one of the greatest factors, if not the greatest factor, in the advance of the window trimmer's art was the improvement in the dummy figures used. The latter have made it possible to display a few shirtwaists, for instance, just as

they would look when worn, and thus to present an irresistible temptation to the shoppers.

Study the advertising pages of the publications and it will be seen that, whatever the cause, the advertisers are simulating this same method. Is it millinery? Here are Gage Brothers & Co., showing in their illustrations not merely Gage hats, but fully-gowned women plus Gage hats, thus giving the fashion effect. Is it hosiery. Here are Lord & Taylor, showing us not a few pairs of stockings, but a peek of a pair of stockings *worn*, and the Shaw Knitting Company showing socks *really worn*. Similarly Fownes gloves are shown *on the hand*, where they belong, not in a pretty box. And the same generality is true of most of the widely advertised men's hats and of many



FOREST MILLS CAR CARDS.

men's and women's shoes. In just the same manner Heather-bloom Petticoats are shown on a model.

When it comes to corsets and women's underwear, it is true there may have been contributory causes. The Curtis Publishing Company's code for advertisers, for instance, reads, in part, as follows: "Representations of the human form are not acceptable in any suggestive negligee or attitude. Advertisers of corsets, hosiery, underwear, etc., should consult our representatives." Some of the other standard women's publications have like regulations.

But this is not the sole reason by any means. There are plenty of the old-time variety of corset and underwear illustrations which do not fall under the ban and which are still used by a decreasing number of advertisers. It may, then, be taken for granted that it has been largely on their

own initiative that so many advertisers of this class of goods have taken to this new type of illustrations, which serves to show not so much the goods themselves as effects of the goods when worn.

For some time now the Kabo Corset Company has been illustrating its ads with pictures of fully-gowned women at the theatre, the banquet, the yacht club, as in real life, their superb figures the result of wearing the Kabo. One of the most beautiful advertisements put out in a long while is the current one of the Warner Bros. Company. It shows, in colors, two shapely women, and the explanatory text reads: "The foundation of a perfect-fitting gown."

Strouse, Adler & Co. are going even farther than this in their current newspaper advertising for C/B Corsets, giving cuts and



NO woman looks well dressed unless she feels well dressed.
No woman feels well-gowned unless her underwear is comfortable.
No underwear is comfortable unless it fits.
Forest Mills Underwear has that perfect fit which lends distinction to the close-fitting gown.

FOREST MILLS
KNIT UNDERWEAR
Manufactured in the United States

Forest Mills
 11 West 40th Street, New York, N. Y.

THE UNDERWEAR ITSELF IS NOT EMPHASIZED IN THE PICTURES.

illustrations of the latest styles in Parisian gowns and emphasizing their requirements in the way of figures and explaining how the C/B Corset can supply the latter.

This fall's campaign of the Modart Corset Company is a clever adaptation of this general idea. It might, perhaps, be classed as a combination of the old and the new. In every instance where

Progressive Worcester Mass.

Population

From 118,491 in 1900 to

145,986

Second Largest City in Mass.

and its Progressive Paper The Evening Gazette

Circulation increased from 8,000 in 1900 to

17,424

for first Six Months of 1910.

Largest Evening Circulation!

JULIUS MATHEWS, Representative

The Only Way to Get Into the 60,000 German Homes of Philadelphia

is through the Consolidated German Newspapers. This combination is almost a "trust" from the newspaper viewpoint. It is a helpful monopoly, however, as a low combination rate puts you in touch with a German population equal to that of Cincinnati. It is undoubtedly the best advertising buy in "The City of Homes."

The Consolidated German Newspapers usually rank second or third in the Philadelphia morning field in volume of advertising carried. This is an index that the local merchant thinks well of the high-class German element of Philadelphia.

WEEK ENDING SEPT. 27TH.

First Newspaper...	79,430	Agate Lines
Second Newspaper...	69,715	" "
GAZETTE	62,130	" "
Fourth Newspaper...	57,060	" "
Fifth Newspaper...	52,725	" "
Sixth Newspaper...	47,445	" "

**The German Gazette Publishing Co.,
Philadelphia**

BROUGHT DOWN A RABBIT.

THE SOUTHWESTERN TELEGRAPH &
TELEPHONE CO.
DALLAS, TEXAS.

Editor of PRINTERS' INK:

You have fired a thirteen-inch gun at a poor unsuspecting rabbit and brought him down.

I have been entirely aware of the merits of PRINTERS' INK and since one of the departments of this company, to which I have succeeded as head, has for some time been subscribing to your publication, I have been deriving full benefits.

You may place me on your subscription list and remittance will be made shortly.

FRANK B. KNIGHT.

RED ROOSTER INITIATION.

Six neophytes were initiated into the order of the Red Rooster at the Hotel La Salle, Chicago, September 24th. They were the following: Allan C. Hoffman, New York, *Leslie's Weekly*; Will H. Mann, New York, *Munsey's*; C. S. Young, Chicago, advertising manager of the Chicago, Milwaukee & St. Paul Railroad; Gilbert T. Hodges, Chicago, Western representative of *Munsey's*; Frank Fuoss, Chicago, of the Hearst publications; and Joseph Buchanan, Chicago, of N. W. Ayer & Sons.

TO CHECK IOWAN EMIGRATION.

A "Committee of Eleven" has been organized to check the emigration of Iowans to other states, particularly the Northwest. Speaking the other day in reference to this migration, O. R. McDonald, of Des Moines, said: "Iowa will lose 10,000 of its best citizens during the next ten years, unless something is done to check this."

The announcement is made that Charles H. Igou has become associated with the advertising department of the Home Pattern Company and will be connected with the copy and sales promotion work for advertisers in the *Quarterly Style Book* and the *Monthly Style Book*.

Jackson Stivers, of Escondido, Cal., has patented a device for tying up type forms. The tie-up for forms consists of slugs to be placed about the forms, which contain grooves on their outer surfaces to receive the strands of string usually employed in tying up ads. Ads can be "locked" in the forms without untying.

William J. Ellis has been appointed advertising manager of the Schwab Clothing Company, of St. Louis. Mr. Ellis will direct a national advertising campaign for that company. He has been associated with large advertising houses in the West and in St. Louis and lately has been connected with the business staff of the *Milwaukee Daily News*.

Portland

Maine's Metropolis

Largest City in Maine.

A Wholesale Center.

A Fine Harbor.

Foreign and Coastwise Commerce.

The Express

Portland's Only Evening Paper.

Largest Circulation.

Lowest Rate per Thousand.

Largest Classified Ad Patronage.

Most Local and Most Foreign Advertising.

THE EVENING EXPRESS
and SUNDAY TELEGRAM.

have

Maine's Largest

DAILY and SUNDAY
CIRCULATIONS!

JULIUS MATHEWS, Representative

MONTREAL, CANADA,

Oct. 6, 1910.

Mr. Advertiser,

In the United States.

Greetings:—

We are spending more money during this one month than the average big advertiser in Canada spends in a whole year just to induce more people to buy our illustrated weekly magazine. We know they ought to have it and that they will be reading it regularly before we get through.

You see we had to go to the other publications to reach the people who are not now reading *The Century*, but in your case you can come to us and we will have ready for you an audience composed of the best buyers in the entire nine provinces.

Sincerely yours,

THE CANADIAN CENTURY.

P. S.—By the way, we have no more back covers in colors left for 1910—but there is fairly good picking for 1911.

SELLING LIFE INSURANCE BY MAIL EXCLUSIVELY.

PROSPECTS LINED UP THROUGH ADVERTISING AND SOLD THROUGH FOLLOW UP—THE METHODS OF THE POSTAL LIFE INSURANCE COMPANY—PERSONAL SOLICITATION NOT USED AT ALL.

By Charles G. Milham.

That practically any form of business can be successfully advertised is an axiom that has long been held by every believer in the science of publicity. Many times, however, particular problems have staggered them. This has been especially true in the insurance field. Many insurance companies, of course, have profited by general publicity advertising and have aided their selling forces by turning over leads secured through use of space. Their policy has been to secure the interest of prospective policyholders and achieve benefit from that interest then by personal solicitation. This last, it might be said, has been accepted in practically all quarters as a positive necessity for the sale of insurance.

One company, it is true, did try to sell policies without personal interviews several years ago but it is understood that opposition on the part of its regular field force developed and that the project was therefore dropped. Perhaps many in the ranks of publicity would acknowledge the practicability of such a scheme—that of selling life insurance by mail exclusively—but the question to be solved would be the *how* of it.

Life insurance could not, of course, be regarded as an ordinary mail-order proposition under any circumstances. It will be ac-

cepted as a fact, on this score, that the prime essential to be held to if policies were to be sold through advertising would be dignity. Could the use of advertising and the mails meet this condition?

Fortunately for any company which might enter this field, the insurance laws of the various states will give it a certain standing at once by their very requirements. No life insurance company could do business in New York State, for instance, unless it was given a clean bill of health by the insurance department of that state. Comparatively little advertising would have to be done, therefore, by a company to drive

91 1/2%

Annual Policy-Dividends Guaranteed by the
POSTAL LIFE-INSURANCE COMPANY and
the Usual Contingent Dividends Paid Besides

The
Postal Life
Company, of
New York
City, is
the only
life insurance
company in
the United
States which
guarantees
to pay
dividends
on all policies
issued.

Timely Talk on a Vital Subject

NOTE: The following is a
reprint from the
New York Times, dated
June 1, 1914, p. 8, 10

SPARKS: (He has dropped
in with his 5, in all
the "midnight" "Ten and
Ten") Well, Tom, now
that you've got the rate of
\$500 a year, I suppose
you'll be going in for a
renewal or an an-ship.

TOM: (Laughing) Both a
bit too early for me at this
stage of the game, but I
would like a good runabout;
a fellow's got to have some
abalone.

SPARKS: (Laughing) Well—yes, I suppose so,
but if I were in your place
you see do this to provide
for a new by a life-insur-
ance investment.

TOM: (Glowing inward his
own wife) To protect
Lucy!

SPARKS: (Good-naturedly)

Well, yes—you promised
the person you would let
me see you still, if you are,
otherwise I wouldn't have
given her to you, but—
if anything should happen,
now or in the future—

TOM: What could happen
except—(After a pause of
a few seconds)

SPARKS: Death. That's
the main thing, of course,
we're all got to fear that.
But there are other things,
sickness, accident, business
failure, going—(and then,
there's old age, that's dead
certain).

TOM: But a long way off.

SPARKS: It will come last
enough, and sooner, too.
Tom, there's nothing better
you can do than to provide
for a new by a life-insur-
ance investment.

TOM: You make me laugh,
Governor, you a broker,
cracking up life-insurance
as an investment.

SPARKS: On the level,
Tom, it's safe when I
tell, besides that, a pro-
perty of the family—
small size, a life insurance
policy—yours in fairly
large, it's the only thing
you've got, well, you
never can tell how—

TOM: (After a pause of
a few seconds)

SPARKS: I don't want to
renew you. I'm no life-
insurance agent. I've an
eye for 'em and never had,
well, they're getting their
rate-off on every one of my
policies except the last one.

I took four years ago, that
was in the Postal Life.
It was a young company then,
but I looked it up, found it
all right, and went in to
become a director with
selecting agents, general
agents, collectors, and then
out of it a lot of commu-

mon, giving the benefit to
my policyholders.

TOM: That looks good.

SPARKS: It is good, the
Company has made a splendid
success, a new actually
success—91 1/2 per cent
dividends, the other com-
panies don't do that, they
estimate and estimate.
Moreover, the 91 per cent
in addition to the usual
dividends paid by other
companies—on the level of
them. I'll write the Postal
people to send you par-
ticulars. Better still,
ask 'em yourself what
they say do for you, giving
you age and the business
you're in, you ought to do
this now, while you are a
prosperous "kid," you can
see by five months, you, if
you like.

TOM: (Ging a dot) Good
word! I'll write the Postal
this minute.

In your letter be sure
to state:
1. Your occupation.
2. The exact date of
your birth.

What Sparky says here gives a hint of what other men who know are saying about the Postal
Life. One agency out of thirty, however, in High-Class Insurance, in Monthly-Premium Plans,
the Guaranteed Dividends, and the Contingent Dividends, no longer or larger than those paid by other great
companies. Of course you're interested in the insurance about
insurance is and you'll be glad to know just what the Postal
will do for you. Should you?—that's life insurance, provided
per Deposit Investment—adding you up and business.

Postal Life-Insurance Company
525-527 Fifth Avenue, New York

UNUSUAL SELLING COPY.

home this matter of its status, and the wonder is that more companies are not in the field to-day entrenched in the belief that they can sell life insurance through advertising alone—the advertising comprehending use of space and literature to be sent through the mails.

One company, the Postal Insurance Company of New York City, has worked out a very interesting plan of selling its policies by mail. Its chief assertions to this end are its economy and the statement that no life insur-

When you write,
as above and
send me
The Postal
disposes with agents.

ance agents will call on any prospect.

The Postal Company has been in business now for about five years. During all of this time it has dispensed with agents, branch offices and the like. Prospects have been reached through the use of magazine space and the interested ones then followed up by mail. The mediums used and to be used this season are the following: *The Outlook*, *Literary Digest*, *Saturday Evening Post*, *World's Work*, *Cosmopolitan*, *Christian Herald*, *Business and The Bookkeeper*, and *Civil Service Advocate*. The business is placed direct.

Following a reply from any of these mediums, the inquirer giving his or her occupation and exact date of birth, full information of the form of contract that is deemed the best suited is sent with the premium rates per \$1,000 of insurance. At the same time the offer is made to arrange for a medical examination at the inquirer's convenience and without expense to him. The acceptance of this offer entails no obligation on the prospect's part, he is told, and the physician to examine him is to be one in his own community. On receipt of a satisfactory report from this physician, a policy is then sent to the prospect for approval. If he is satisfied, the policy becomes in force merely by his sending the first monthly premium.

More often than not, of course, there has to be considerably more correspondence than is involved in the foregoing before a policy is put through. Interesting follow-up literature is used to a great extent in these cases. The literature embraces booklets under the titles, "See How Easy It Is," "See How Safe It is," and "Letters from Leading Magazines Answering Inquiries About the Postal Life Insurance Company."

The first of these, which is illustrated here, is worthy, by the way, of mention. Its cover is a blending of blue and gold and is an exceptionally rich treatment. The text is helped out by cuts

New Haven

Connecticut's
Largest City

THE

Register

New Haven's
Best Paper

AND

Largest Circulation



THE NEW HAVEN REGISTER
is the Greatest
CLASSIFIED AD MEDIUM
in the State!
[Rate 1c Word; 7 times, 5c.]



JULIUS MATHEWS, Representative

Printers' Ink

at \$5 for 3
years is an
exceptional
bargain for
Advertisers

showing pictorially the selling process for the policies.

"Our selling generally requires from 30 to 60 days or longer if the applicant doesn't feel that he is quite ready—or even a year," said Wesley Sisson, secretary of the company and its advertising manager, "and we have found that our chief assets in finally selling a policy are economy and the fact that inquirers are never bothered by personal solicitation. For instance, we sold a policy to a man in Brooklyn last month whose first inquiry came to us last winter in answer to one of our advertisements. During all this time we have never sent anyone to see him; the policy was arranged solely by correspondence.

"Another great aid to us and perhaps the most important," he continued, "is that to-day it isn't so much a case of interesting a man in life insurance as it is in getting his attention on a particular company. In other words, our advertising is a course of education that life insurance can be sold by mail, not an especial appeal for men and women to consider life insurance generally."

William Clendenin, of the Nelson-Chesman Agency, of St. Louis, has been awarded a contract to advertise the city of Lynchburg, Va. The Lynchburg Chamber of Commerce has raised \$65,000 in cash, and of this sum a large part will be devoted immediately to the exploitation of Lynchburg's industrial and manufacturing advantages.

The Kansas City Advertising Club met on September 20th, to discuss, "Should advertising be charged to general expense, or should it be charged as an investment?" The discussion was led by Fred E. Dobbins, treasurer of the Club. "Investment" won the day.



ARTISTIC BOOKLET COVER.

NATIONAL ARTS PUBLISHING COMPANY FORMED.

The National Arts Publishing Company, of Boston, has been incorporated to undertake the publication of a group of art magazines. The company will begin shortly to publish *Color*, with colored illustrations throughout, including the advertising pages as well as the literary section. Another magazine, the *School Arts Book*, is already well established as an educational journal.

Another periodical to be issued by the company will deal with the latest developments in engraving and color printing. There will also be an architectural publication which will give still further opportunity for the use of the company's color process.

The new corporation will be under the guidance of Henry Lewis Johnson, as president.

THE INDEX CELEBRATED HIS BIRTHDAY.

HONIG ADVERTISING SERVICE.

SAN FRANCISCO, Sept. 21, 1910.

Editor PRINTERS' INK.

In order to keep track of every copy of the "Little Schoolmaster" I generally figure out the date of its publication in advance. When about a week ago I had determined on the date of the coming issue as September 15th, I had a distinct feeling that that particular copy would contain something of extra interest to me, inasmuch as September 15th is my birthday. I was not disappointed, for the very first page contained the announcement "Table of Contents on Page 94." You should have no difficulty in obtaining double rates for space on that inside back cover.

FRANK J. GUNK.

P. S.—I am looking forward to the arrival of "Astir" and "Forty Years an Advertising Man" covered by two new subscriptions mailed you on September 19th with pleasant anticipation.

CHURCH ADVERTISING.

The Milwaukee Ministers' Association was addressed on Sept. 20th by Rev. I. L. Corey, of Wausheska, Wis., on the subject, "Church Advertising."

"Churches should advertise as well as business houses, for both have goods which are needed by the people," said Mr. Corey. "There is an ethical trend in the advertising of the present day. Scientific advertising is coming to the fore more and more. The true ring of the metal of advertising is being heard, for a new reign of truth is entering. The mental and ethical qualities of the advertising man are being developed, with the result that there is less of the exaggeration than formerly. Honesty is the first essential to successful advertising. This means conforming exactly to the truth. It means the presence of dignity and poise. On the whole there is a promise of great ethical value in this manner of letting the people know what they need."

Wanted—

**a department store
advertising manager,
who desires to grow.**

A field is open to such a man in connection with developing advertising for a long established newspaper in the Middle-West, circulation about 50,000, and with a strong organization. The man should have the ability to transfer his knowledge of merchandizing and advertising for the benefit of smaller advertisers, to develop their business and to secure and develop their advertising for the paper.

In making application, state education, experience, references, going fully into detail; state salary desired at the beginning with the understanding that it be increased as progress warrants. Outline fully your ideas of how this work, in your opinion, can be accomplished.

ADDRESS "WESTERN DAILY," CARE PRINTERS' INK



THE difference between *best* and *next best* may mean little, and in most cases *nothing*, in cost, but oh, what a difference in results! **STRATHMORE PARCHMENT** is the best bond paper made.

If circumstances insist on "*next best*," by all means specify Alexis Bond—as good as most mills' best. Get the sample books from your printer or from us.

THE MITTINEAGUE PAPER COMPANY
The "Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

Mr. Advertiser, Do You Know

that in quality and quantity of circulation, the Dayton Journal stands head and shoulders above all other Dayton newspapers; that the Journal is doing things all the time; that the Journal is the only Dayton newspaper using more than one news gathering service; that the Journal has three complete press reports; that the Journal is the only Ohio newspaper with a permanent wireless equipment; that the Journal is the only morning paper and Sunday paper published in Dayton; that the Journal has recently moved into a magnificent new building equipped with new and modern printing machinery in every department; that the Journal carries more local display advertising than any other Dayton newspaper; that the Journal will stand comparison with other Dayton papers from every possible point of view.

There must be a reason for all this and you don't have to go far to find it.

REPETITION — DESIRABLE AND OTHERWISE.

DOES IT PAY TO REPEAT THE SAME COPY IN ALL OF ONE MONTH'S MAGAZINES? — DOES A PROPOSITION GET STRONGER BY REPEATING SAME WORDS?

By Ralph Barstow,

Assistant Secretary, Rochester Chamber of Commerce.

Our friends, the psychologists have figured out the average number of times an idea must be impressed on the average number of brains before it takes up permanent residence. Something like twenty-one as I remember it.

Every advertising man is familiar with this obstacle in the path of his triumphant progress and counts his cost on that basis.

But the way in which he goes about his task is as various as the agile angle worm. If you will glance at the back section of the ten leading monthly magazines for September, you will find that a number of them contain the same layout and identical wording. To make myself perfectly clear—the American Telephone and Telegraph Co., Shawknit Socks, and the Equitable Life, with many others, are using the same copy in all their magazines for any one month.

This is repetition with a vengeance. The fact that the generous spenders of money for advertising space do this causes one to hesitate about questioning its wisdom, but after a careful examination, and by my own lights, I am moved to get up in meeting and ask if it is the best way of getting one hundred cents of result for the dollar spent.

If a man sent his best girl ten copies of the *same* letter, even though his mad passion were declared in lines of Shakespearian grace he would be laughed at. If the Sterling Debenture Corporation sent you ten letters on the Dictaphone, each alike, you would read the first (ideal conditions being granted), you would laugh at the next two and the rest would

annoy you. Yet our gentle advertisers expect us to take up magazine after magazine and read the same story over again. I don't believe we do.

If a story is worth telling, it must have as many avenues of approach as there are people who read it. If I am going into ten magazines, I am going to tell my story in ten different ways so that the reader who sees the page once is taken care of and the reader who takes all the magazines will (luck being with me) be beguiled into reading again and again so that he will more quickly receive his necessary twenty-one repetitions without irritation on his part and to an extent without effort.

It is true that this method of advertising will call forth all the ingenuity and invention an advertiser is capable of, but when one considers the type of men in the business it is not an impossible requirement.

To recapitulate—*Repetition of an idea or a fact* is absolutely necessary. Reproduction of the same copy and layout is a conservation of resources that an advertising man should be ashamed of. In order that any debate on this subject shall be helpful to us all and not be side-tracked, please get this vital distinction.

In the publicity work of Rochester, I have to tell "the old, old story" over and over again. Every letter I write, every new booklet I get out, is for one purpose and I have only so much material to work with and the beauties of any place will pall on you after the fifteenth revision, but despite that fact I feel that I am paid for just this kind of investigation and thinking, and keep at it. Excuse, please, for this personal application, but it will bring home my idea.

The Western Newspaper Union has put out a very attractive booklet containing valuable information about its lists of 7,210 newspapers in attractive form. Besides enumerating the Kellogg & Western Lists, the booklet gives the advertising rates and contains a large map of the United States, showing visually just the territories covered.

Mr. A1 Agency Solicitor

—I have something
definite and important
to say to you.

I want to hear *only*
from such as you, who
have experience and
producing ability, *tested*
and *proved*.

Do not hesitate to
write me, wherever you
are, for you owe it to
yourself and clients,
present, and prospective,
to hear the interesting
thing I have to say.

A. R. ELLIOTT

66 West Broadway
New York

ADVENTURES WITH PRINTING AND PRINTERS.

SERIOUS MISTAKE MADE BY TRYING TO GET PRINTING COST DOWN TOO FAR—HOW ONE ADVERTISER LEARNED—PRINTING AS AN UNDESIRABLE BASIS FOR COMPETITION—LOW BIDS AND THEIR DANGERS.

By the Advertising Manager of a Famous Clothing House.

Printing is a serious business for the advertiser. Sometimes it takes a long time for the truth of this fact to sink in. Why this should be so I have never been able to explain quite satisfactorily. In many a great business house, advertising itself, and the advertising department, are permitted to drag along, and receive the tag end of the day's attention, as if they were the least important of the concern's line of battle.

A hesitancy in facing the appropriation is generally back of this procrastination. Some business men, especially those who have made an old-time success by being the first in the field, dread signing checks for the payment of something which they cannot touch with their fingers and measure by *avoids*. So they put off deliberating about it until the last minute, and thereby show themselves full of human nature. So it is with printing, and this explanation is probably as illuminating as any that can be brought forward.

But the day arrives when the value of a firm's printing is branded in hot and smoking, and then things happen. I remember the proprietor of a business who looked upon the printing bills as the sinking of good money in a rapidly running river. O-K-ing the bills was like signing one's own death-warrant. Yet I have seen and heard this same proprietor go into ecstasies of praise over an effective and artistic example of typography from some other business, and wonder why his printing was not like that.

One day I became aware of this attitude of mind, and re-

solved to apply the brakes suddenly and sharply, even at the risk of jarring the managerial system from stem to gudgeon. I bided my time, and presently received through the mail a catalogue of a competitor, printed gorgeously in gold and many colors. I took it to a printing friend of mine and had him estimate the cost of reproducing this catalogue on a basis of our circulation. When this had been obtained, I carelessly laid the competing catalogue upon the boss's desk and awaited the explosion. Without glancing inside or outside to assure himself of whose catalogue it was, the proprietor of the works came into my office and his praises were as if uttered from the harp. "Why don't we get out something like this?" he exclaimed.

And my time came. I handed him the estimate. He read it. "What is this?" he asked.

I told him that it represented the cost of such a catalogue if we had printed it. The figures showed that where we spent one thousand dollars the publishers of that catalogue had spent five thousand.

"And you will note," I ended, "that the catalogue bears the imprint of Blank, Blank, Blank & Co."

The boss said nothing. He went into his own office. He sat down and thought. The next printing I had occasion to order I went in to him and discussed. He was game enough to accept the blow full and fair. He ordered me to spend as much as I wanted to and "get out something so blanked good that people will sit up and notice it."

A firm's printing, to my mind, should be like a man's clothes, his boots and his linen. A man is advertised by his looks. If he is cleanly shaved, shined glossily, wears well-fitting clothes and clean-cut linen, he can generally get inside the last office door and talk face to face with the Generating Dynamo. Printing is an advertiser's looks. The first acquaintance that the great public

has with a business concern is through its printing.

This introductory shake-hand is almost always a catalogue. This brings me face to face with a difficult situation. I will confess to having puzzled my brains sadly about it, and I am sure that scores of my brothers in the work are having a similar experience every season. The business that I advertise touches humanity very closely. It produces a necessity, and not a luxury. We are but one of many houses engaged in manufacturing this form of merchandise, and each one of them publishes twice a year a catalogue of his product. My own house is one of the acknowledged leaders in this business. Our trade-mark stands for the best that brains and money are capable of producing, and our output is famous for its value. We have been publishing, along with our competitors, a catalogue each season, setting forth as strongly and as effectively as we considered possible, the value and character of our goods. The demands upon our advertising appropriation are heavy, and there are a score of port-holes through which the guns must be fired to hit the many targets that must be aimed at. A competitor of ours who makes a cheaper line of goods, with but little real value in them, also publishes his semi-annual catalogue. This publication is a magnificent affair. Printed in gold, and purple and red, and illustrated by highly priced artists, the book makes a decided impression upon the mind and eye of whoever receives it into his hands. Yet the goods it describes and portrays are by no means as good as those made by my own house.

What am I to do? The situation is a curious one, and it seems to me resolves itself down simply to a question of who shall spend the most money on his catalogue. I am not dealing now with the ultimate success of our competitor's catalogue. His method of business is based upon the principle of swift sales and swift profits. Yet the competition is real, and at the same time unreal.

PRINCESS COVERS

meet the double demand of durability and beauty, making them ideal for

CATALOG PURPOSES

Their strength and toughness enable them to withstand the roughest handling in the mails and their distinctive color and texture carry an impression to the buyer that commands his interest in your product and your proposition.



OUR BEAUTIFUL
SAMPLE BOOK will be
mailed free, if requested on
your business letterhead,
giving you suggestions as
to Covers and envelopes to
match.

MADE BY
C. H. DEXTER & SONS
Windsor Locks, Conn.

I have written to our agents on the subject and find a diversity of opinion. In many instances the catalogues issued by my house and by this competitor reach the same public. Many and many a mailing list comes in from our trade with directions to hurry along the addressing and forward it to So-and-So & Co. We know that every name on that list will receive one of our catalogues, and also, at probably the same time, one of the other company's. When the whole situation is pared down to the rafters, we find staring us in the face the alternative of paying out huge sums for artists and designers and printers, or running the risk of being outscrambled in the public marts.

To be perfectly frank about the matter, I think that under such circumstances the most sensible course to pursue is to cut the catalogue out completely from the advertising lay-out, and devote the sum thus saved to a direct campaign of advertising into our local agent's hands. Many of our agents themselves favor this idea, and do not hesitate to tell us that, in their opinion, the day of the catalogue is passed. Few of the printers, however, seem to agree with this diagnosis! They are convinced that we should continue to publish a catalogue twice a year, and increase its circulation.

But the catalogue is only one of a score of printed things that we publish during the advertising year. Special price lists, for instance, giving our trade information and costs of particular forms of our product, are one of them. This I have always made as simple as possible. Our trade knows the value of the product they are selling, so that there is small need of discussing that. Price is what they want, and this I give to them plainly and clearly. I insist upon the best paper and the most careful press work. The firm's linen must be kept clean.

When I first entered into advertising as a means for earning daily bread, I came to the work fresh from the editorial staff of a daily newspaper. There part of my work had been to act as

day editor and superintend the make-up. This put me in close touch with the printing end of newspaper work—a phase of the profession that is too frequently overlooked by the newspaper workers of to-day. I became a pupil, and sat at the feet of the superintendent of the news composing room. He was a veteran of the craft, and, to use his own expression, had been "raised on the files and fed from the ink can." The experience I gained from this association was a strong asset to me when I left the blue pencil for the space rule.

One of the old printer's hobbies was simplicity. "Make your printing clear," he used to tell me. "Make 'em see the facts in the heading at the first glance. Then they'll buy the paper. Maybe they won't know why, but they will buy the paper."

Another creed of his was the selection of type. About this time the printing offices had been flooded with new faces fresh from the foundries. I remember that there was a wonderful heavy-faced type called Somebody's Bold, and there came out at about the same time a tall, slim type named after a printing establishment in England. These innovations were particularly suited for the job composing room, but talk had floated up to the news room that the latter style might be substituted for the face that the paper had been using for years. And I remember that one of the editorial writers wanted his stuff set in the new face, just as a contrast. He also considered the new face "artistic."

"Maybe it's artistic," the superintendent confided to me, "but it isn't type to be read, my boy. There is only one face of type that has yet been invented that will not tire the human eye. That's the Roman face. The books of the household are set in it; the magazines are set in it; and the newspapers are set in it. It's the type that the Bible is published in; that the standard books of the world are set in. If you want your stuff read for what's in it, set it in Roman. Don't monkey with new fads."

This impressed itself upon me. It was never forgotten, for the superintendent was right. He traveled in good company, too, for no less a master of the types than the great DeVinne has said the same thing. The truth of it should be blazoned from the housetops that the advertiser may run and read. If you have something to say, and mean it, and want the world to read what you have to say, and believe it, set your stuff in Roman face, whether it be Scotch, or French, or best of them all, Caslon Old Style. I had no end of an argument to get an advertising agency we were doing business with, to set our copy in Roman type. They insisted on using a full-face letter that was as black as the Arctic night. I was firm, and made them reset the matter in Caslon Old Style, carefully spaced and truly leaded. I think the type was about a twelve-point, with eighteen-point headlines. The advertisements were destined for newspaper use. They appeared duly, and were paid for. But they also paid for themselves many times over. They could be read, and the clear simplicity of them stood them out from the ruck of the "display" like diamonds in a heap of charcoal. The agency was quite pleased with the result, and wrote a letter telling me so, beside writing to their other clients and telling them so, too.

(To be continued.)

A ONE-CENT EPIDEMIC IN CHICAGO.

Following close upon the heels of the announcement recently made by the *Chicago Evening Post*, namely, that it would reduce its price to one cent, a similar announcement has been made by three Chicago morning newspapers, the *Tribune*, the *Record-Herald* and the *Inter-Ocean*. Each of these will shortly reduce its price from two cents to one cent. The *Chicago Examiner*, the Hearst morning newspaper, has been in the field for the past five years as a one-cent newspaper.

The announcement is made that John N. Trainer has been elected a director and secretary of the Phillips Publishing Company, New York. Mr. Trainer has been circulation manager of the *American Magazine* for the past four years. Previous to that he was circulation manager of *McClure's Magazine*.



Birmingham, Ala.

(From The Ledger of Sept. 29, 1910.)

THE MAGIC FIGURES 132,685
FOR PEOPLE OF MAGIC
CITY;

245.4 PER CENT INCREASE

The Ledger Got the Glorious News
First and Gave It to the Public
in Just Six Minutes. Ledger
Extras Made the People
Feel Happy.

WASHINGTON, D. C., Sept. 29.—The official report of the United States Census Bureau, Greater Birmingham has 132,685 People.

The Twelfth Census gave Birmingham 88,415 people.

The Eleventh Census Gave Birmingham a Population of 26,178. In 1871 Birmingham Had 1000 inhabitants.

The Increase Over the 1900 Census is 245.4 Per Cent.

The Numerical Increase is 111,791. Birmingham Leads All Cities of Its Class in Percentage of Increase.

This news is glorious, as well as official. Incidentally, it might be added, the figures are within a few hundreds of just what The Ledger said long ago they would be. The Ledger's estimate was 132,000 and odd. That estimate has proven correct.

The item was flashed from Washington at noon precisely. Just as the Washington operator was about to give it to the operator in The Ledger office the wires broke and there was a lapse of several minutes before the figures finally came. They rolled in at exactly four minutes after 12 o'clock and in another minute were in the forms of The Ledger. In five more minutes The Ledger extra was on the streets, and the people of the Magic City knew the greatest event in the history of the city.

It was so long before any other paper came out with the figures that The Ledger was practically the exclusive announcer of the good news to the people of Birmingham. That's the way The Ledger does. Isn't it grand? We are all happy. We have cause to be.

When the Washington operator announced the percentage of increase he exclaimed: "Good God!" He was evidently impressed. So will the nation be.

SMITH & BUDD CO.

Advertising Representatives

The Ledger.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg. St. Louis.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLON, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERRACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 110 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Oct. 6, 1910.

Retail Thought on Distribution Problems

Not only jobbers (as told in this issue) but also retailers are taking an active and also an increasingly broad-minded share in the settling of important questions of relations with manufacturers.

The Brooklyn Retail Grocers' Association the other day advocated a minimum cut-price policy on the part of manufacturers. The advocates explained that a minimum price did not mean a fixed price. They said a manufacturer could place a price on an article below which it could not be sold, although the retailer could get as much more for the article as possible. The manufacturer could see that the minimum price was maintained, and if any retailer sold the goods below that price the manufacturer could refuse to permit him to handle any more of the goods.

On the other hand, it was argued that too much competition was as bad as not enough competition. Competition does not want to be killed, but the objectionable features of competition need to be eliminated. The cases

of the ocean steamship companies and the charcoal companies were cited as examples. During the rate war of the steamship companies, passages to Europe could be secured for almost nothing. Finally the companies discovered that such competition did not pay, and the war was stopped. It was the same with the charcoal war. At one time it was possible to buy charcoal for three cents a bag, but the companies found they were losing money, and the war was ended. So it would be with the grocery trade if a minimum price was placed on goods. The "cutter" stores would then be able to advertise goods for sale below cost. It was shown that the "cutter" stores maintained a minimum price on goods manufactured only for them, and that the prices cut were on goods handled by other firms and grocers.

President Stalbinder, of the New York Association, while against the minimum price as well as the one-price idea, said he did not believe a grocer should try to persuade a customer to buy something she did not want to. He said that if a grocer was out of a certain kind of goods he should not try to force a customer to buy another brand. Such things, he said, were the cause of many grocers losing their customers.

All of which indicates a healthy consideration of the need for looking at retailing from several sides.

Now It's "Rice Day"

The gnat which deluded itself into thinking that it could worry the bull has a prototype in the promotion efforts of the growers of staples like raisins and rice.

PRINTERS' INK has told how sickly and small the returns from "Raisin Day" were bound to be, and no evidence of contradiction has shown its head. Now come the rice growers in Texas with a "Rice Day." They have been in a bad way for the past year or more with increased production but no corresponding increase in consumption. They have talked advertising in a kindergarten way,

and even spent a thousand or two in desultory advertising.

But they put great hopes on "Rice Day," conspiring with railways, hotels and even free lunch counters to serve rice throughout Texas September 30th. (Needless to say, the newspapers were asked to "patriotically" contribute space, too, for rice eulogies and re-too, for rice eulogies and recipes.)

The result was that poor Texas mortals on September 30th ran into rice for breakfast, lunch and dinner. No matter how desperately they might try, they could not escape the relentless dish, if they depended on public eating places. Is it not more than likely that quite an many *enemies* of rice were made as friends? The public hates to be coerced to eat a dish. Texas, one of the big rice states, knows rice over-well already. Its per capita consumption is much higher than other states. How entirely small and inconsequent the efforts at a Texas "rice day"!

Why is not the energy and money which is going into this sort of loose field work put into an effort to *educate themselves* regarding an advertising campaign that will really accomplish something? The brick manufacturers have found this the right way to overcome the handicap of those in their ranks who have been ignorantly antagonistic to a real campaign.

The rice growers are, perhaps, not so much to blame as advertising men, who have not educated the leaders of the rice propaganda to right conceptions of result-producing campaigning.

An Interesting Confession

It is so novel as to be startling to find any advertising man admitting plagiarism, unconscious or otherwise.

The following letter is self-explanatory:

REED & BARTON,
Silversmiths.

TAUNTON, MASS., Sept. 23, 1910.
Editor of PRINTERS' INK:

You have recently been running a series of articles on the subject of Unfair Imitation in advertising layouts

and copy. The writer has just been guilty of an unconscious plagiarism, if such a term can be allowed. Copy is enclosed herewith.

It happened in this way: The writer became advertising manager here on August 22d, having resigned a similar position with the Warner Instrument Company at Beloit, Wis. He found that a contract had been made for the October magazines, but no copy or layout had been prepared. It was necessary, therefore, within ten days for him to study the situation and have electrotypes made and shipped to the various magazines. He accordingly laid out this copy from two folders that had been issued bearing the design used in the ad. You will readily see the connection and understand how the design originated. He was very much surprised to-day on receiving a copy of *Munsey's* to observe the marked similarity of the effect to the advertisement of the International Silver Company only a few pages away.

We are calling this to your attention with the idea that it may interest you in the light of your articles on similar subjects.

J. C. HOWELL,
Mgr. Publicity Dept.

The two designs are similar only in general effect, and even this has plenty of points of difference. There is practically no cause either for self-reproachment on the part of Mr. Howell or for criticism from his competitor.

The matter raises the interesting question of what is a steal? One varnish advertiser recently wrote PRINTERS' INK severely condemning another concern for using the picture of a polished floor in the same position on the page that it had used. If every advertiser who used a certain general arrangement of border or subject for illustration and were permitted to call all else who later used it "swipers" advertising would be a very, very wicked business.

How a Photo Changed Curtis Polcy

An interesting and unpublished reminiscence is brought forth by Henry King Hannah, advertising agent, New York, by a recent article. Says Mr. Hannah:

"The publication of the Advertising Code of the Curtis Publishing Company calls to mind one policy which gets no mention in that book.

"In 1905, I was living in a cer-

tain small town in New England. With a visitor I happened to be in at the post-office when every box seemed to contain a copy of the *Ladies' Home Journal*. Knowing the publishers, I asked permission of the postmaster to take a photograph. He demurred by saying that there was a rule of the Post-office Department which forbade using the interior of the post-office for advertising purposes. He asked time to submit the question to his superiors. They replied in due time that while they did not like to see any such photograph made they could not say that it violated any rule of the service.

"The next month, on the proper day, the photograph was made and forwarded. When it was not used by the Curtis Publishing Company, I inquired the reason, and was told that it could not be used because the postmaster, in putting each paper in its proper box, had rolled it so that the back cover was exposed. On the back cover was an advertisement of the *Christian Herald*, which had used its own very well known first page head. Any one looking at the picture would have thought it showed the circulation of the *Christian Herald* in that town rather than of the *Ladies' Home Journal*.

"The authorities of the *Ladies' Home Journal* were convinced when they saw this photograph that their own readers had been led by the back cover advertisement to write to their own advertisers and say 'We saw it in the *Christian Herald*.' And from that day to this, no other publication has been able to buy the back cover page of the *Ladies' Home Journal* to reproduce there its own title page head."

Hornswoggling the Editors

The worms who have patiently allowed themselves to be trod upon for generations are now in revolt. The Yankton, S. D., *Herald* "turns" in the following lively fashion upon the insidious pretensions of an advertising agent:

"A fellow who advertises himself as a special advertising agent writes us from San Francisco to get our rates on advertising paint of a certain brand and hints that a large contract may come the *Herald's* way within a short time, if rates and other considerations prove satisfactory. Incidentally, very incidentally, this special agent sends us a blank to fill out and forward him which asks us about our congressmen, their heredity, habits, political bent, etcetera, and, not the least, how they stand on the proposition of San Francisco being awarded the location of the big exposition which is to be held in 1915 for the purpose of celebrating the completion of the Panama canal.

"We indite these remarks not merely to show the devious and deceitful ways the great public has of 'hornswoggling' the poor editors of the country with false hopes of immense wealth, but to emphasize as well the fact that people outside of the boundaries of South Dakota are still laboring under the delusion that our citizens know something about how their congressmen stand or will stand on a public proposition.

"We have referred the special advertising agent to one Joe Cannon, even though we may lose a paint advertising contract on account of our frankness."

There are still other methods of hornswoggling the editors, voluntary and involuntary. "Exchange" is the polite name for it. Read this letter:

A. C. SCHMIDT & Co.,
Importers and Wholesale Liquor
Merchants, Baltimore.

Publisher.—We are now advertising our "Special" extra fine medicinal California Port Wine, which has made for itself a great demand among those who can afford a strictly pure medicinal wine and beverage of the highest order. This superior wine retails for \$1.25 per bottle, or \$12.00 per case of one dozen bottles.

We have found that the best way of advertising is to have our wine tested by "those who know" as a means of bringing renewal orders. We will send you a case of this Port without charge on trial if you will run a metal base electrotype of the below "ad" in your publication every issue for a period of one year.

If the wine is not found to be entirely satisfactory, and as represented, you may, after using one bottle, return the remainder at our expense and cancel the advertising contract.

Immediately upon receipt of the first copy of your paper containing the below advertisement, we will ship the case of wine by freight to you.

A. C. SCHMIDT & Co.

Such methods of influencing public sentiment are not going to help San Francisco, nor advertisers who are like the above. This is 1910.

Two Independent Facts— and a Dependent Conclusion

It did not take all of our Nineteen Years as Advertising Agents to teach us that we sink or swim with our clients—that only through helping them to success can we hope to succeed ourselves.

The endeavor back of our business is the same as the endeavor back of yours—that is to grow, to expand, to do more work and bigger work, and withal, to make money.

It is the combination of these two facts that interlaces our interests so firmly with those of our clients that better service to them means more profit to us.

George Batten Company
ADVERTISING

381 Fourth Avenue, at Twenty-seventh Street

NEW YORK

BOSTON: 511 Tremont Building

TEN COMMANDMENTS FOR SUCCESS WITH RE- TAILERS.

APHORISMS FOR PRACTICAL APPLICATION—NEED FOR PROPERLY LOOKING AFTER RETAILER—GET YOUR OWN GOODS SUBSTITUTED.

By C. M. Wessels,
President of C. M. Wessels Co., Philadelphia.

First—Don't go after demand until you have distribution. Your goods go first to the retailer, so should you. To get distribution through demand is to put your shoes on and then your stockings.

Second—Don't leave reaching retailers entirely to your specialty men and follow-ups—they are good, but so is one meal a day, yet most people would get thin on it.

Third—As advertising to consumers (part of the people) gets their business, so will advertising to retailers (also part of the people) get *their* business. When you have a good consumer advertising campaign ready, get one ready for retailers, otherwise you are starting out well dressed—all but your shoes.

Fourth—Don't try to reach retailers through consumer advertising—even a hypnotist wouldn't try to influence any one through a third party. Your message to each is different. You might just as well try to interest an automobile enthusiast by advertising a horse.

Fifth—If some one knows something about reaching retailers which you don't know, employ him, then you will get the results of his knowledge plus yours, sure to be better than yours alone.

Sixth—Don't say you can't reach retailers through their trade papers, even though you have tried unsuccessfully—maybe you didn't know how. Don't say there is no music in a piano, because you can't play it. Employ some one who knows how.

Seventh—Don't say the retailer is a dub because he won't buy your goods. Call yourself names, because you can't sell him.

Eighth—Don't roast the retailer for substituting, get him to substitute your goods, then compliment him.

Ninth—Take information from any source, remember that the mouse liberated the lion.

Tenth—The consumer is your muscle, the retailer your wind; you can't win a hard contest unless both are right and the race for trade is a long one.

AMERICAN SALESMANSHIP ABROAD.

"American advertising and salesmanship have reached a high development. Why do they break down the moment our frontier is crossed? That they fail to meet the competition of German and other European business men is undisputed. It is axiomatic, it is a joke throughout the world of commerce. The South American manufacturer who, upon being asked what fuel he used, answered: 'American catalogues in English,' is not only a tradition but probably a fact.

"But just across our frontier in Mexico Dillon Wallace, a traveler, recorded similar inability of American manufacturers to understand the needs of a foreign customer. He said that American mining machinery was preferred but it could not be had because American manufacturers paid no attention to the repeated demands of the consignees about packing. As the mines can be reached only by pack mules the manufacturers are asked to pack goods in 150 pound parcels so that they may be slung on the two sides of the pack mule without repacking. The American manufacturer sends boxes weighing 400 or 500 pounds. The German companies note every request and try to comply with it.

"The packing of American goods is also generally denounced abroad as slovenly. Complaints of injury to American shipments are all but universal. European shippers have overcome the difficulties of sea transit and their goods arrive without damage.

"Our unbending attitude towards foreign customers is probably due to our conviction that we know better and do things better than anybody else."—*Knoxville Sentinel.*

Mr. S. A. Conover, for many years manager of the New England office of N. W. Ayer & Son, has left this territory and is to be in charge of N. W. Ayer & Son's new office in Chicago. Mr. Conover developed and handled a large amount of advertising in the New England territory and was one of the most successful men in the agency business. His place is taken in New England by C. T. Miller, who has been with N. W. Ayer & Son in the western territory for several years.

WANTED

Foods, Clothing and other Supplies for Fourteen Million People

175,000,000 pounds of Coffee	25,000,000 Collars
50,000,000 cans of Tomatoes	10,000,000 cakes of Soap
25,000,000 bottles of Catsup	30,000,000 pounds of Wash-
400,000 tons of Breakfast	ing Powder
Foods	5,000,000 Lamp Chimneys
70,000 tons of Lard	2,000,000 Oil Stoves
750,000,000 pounds of Flour	2,500,000 Sewing Machines
250,000,000 pounds of Pan-	1,000,000 Watches
cake Flour	5,000,000 Safety Razors
24,000,000 pairs of Shoes	

Millions of Dollars' Worth of

Baking Powder	Kitchen Utensils
Crackers	House Furnishings
Tinned Meats and Fish	Stove Blacking
Cooking Oil	Farm Implements
Clothing	Musical Instruments, etc.

These Fourteen Million consumers are the Americans of *foreign birth*. They are eager buyers of the best grades of American-made goods.

As a business man and advertiser—can you afford to neglect this great and rich market?

It is yours for the asking—and you can reach these 14,000,000 sterling customers through the 321 newspapers printed in their own languages at a much lower cost per thousand than you are now paying to sell to the English-speaking population.

If your Advertising Agent has not told you about the wonderful foreign-language field, write us. Address

Louis N. Hammerling
President

American Association of Foreign-
Language Newspapers

703-5 World Building, New York

References: Carnegie Trust Company, Savoy Trust Company,
Bankers Trust Company—New York

DO IMITATION PERSONAL LETTERS FOOL ANY- BODY?

CONTINUATION OF DISCUSSION
STARTED BY WM. H. RAY—AS-
SERTION THAT THOSE REAL WELL
DONE ARE ACCEPTED AS PERSONAL
—CARE IN MATCHING AND IN
GIVING LETTERS REAL PERSONAL
TONE.

By R. F. Baldwin.

Of the Alfred Gratz Advertising
Agency, Philadelphia.

As applied to nine in ten imitation personal letters everything that Mr. Ray claims, in his article of September 22, is undoubtedly true. The average form letter, with its "off-line" "off shade" fill-in and its wretched imitation of typewriting, is an insult to the intelligence of the recipient.

But there is such a thing as a form letter *above* the average—the one in ten with which Mr. Ray is evidently not acquainted, or which, more likely, he has seen and failed to recognize.

Suppose we were to pick out a thousand men who ought to be the best judges of form letters—whom better could we choose than the executive heads and advertising managers of the biggest magazine advertisers in America? Surely these men ought to be in a position to recognize a form letter for what it is.

About a year ago the writer sent out 1,200 letters to just such a list. Each letter was addressed either to the advertising manager or the executive head of the firm. The list was furnished by McKittrick's Directory of Advertisers. The letter was printed in purple ink on the multigraph filled in by a girl who knew her business, and each letter was personally signed.

The 1,200 letters brought 220 replies, and nine-tenths of these replies showed beyond doubt that the letter had been taken for a personally dictated and typewritten communication. A similar letter, sent to a similar list, but actually written, each letter separately, on a typewriter, brought no better proportion of replies.

If there is one class of men in a better position to recognize a form letter than the managers of these big national advertisers, it might be the heads of the big advertising agencies. Yet a few months ago an acquaintance of mine sent 200 imitation personal letters to agents and got 95 replies; while one agent who was purposely questioned unhesitatingly said he thought the letter personal.

There are three ways to produce a perfect form letter:

1. By the multigraph.
2. By printing through a silk ribbon from type cut to match a particular machine, as "Remington Elite," "Oliver Pica," etc.
3. By printing from a zinc plate, the plate to be etched from the original typewritten letter.

By the latter method it is even possible to show slight smears and corrections if desired, for the sake of adding to the naturalness of the imitation.

As for the fill-in, it is quite impossible to get uniformly good work from an ordinary typist. Unless you can secure a fill-in specialist or train a girl to be a specialist, it is better to leave form letters alone. Any girl *can* do perfect fill-in work—but unless she is experienced it will take her as long for each heading as for a complete letter.

At least six months' training is necessary to give a girl the accuracy of eye and touch that will enable her to do perfect fill-ins at a time-cost below \$2 a thousand.

The fill-in should appear, when fresh, slightly lighter in shade than the body of the letter. It will darken before the addressee sees it.

The signature gives away the secret of most form letters. A good wood-cut, printed from just one certain shade of blue ink is *almost* undetectable, but not quite. If possible it is better to have each letter signed with pen and ink, if not by the President of the company, then by the office boy.

So much for the mechanical details. The most important thing is, after all, the letter itself. If it is a solicitation of business, it must not *read* like a form letter, or the real typewriter is of no

avail. Every recipient is an "Expert" in these days, and you will find him wisely turning to the back side of the sheet—and then follows the waste-basket for real and imitation alike.

The secret of success would seem to lie in making the letter read like a personal one. The letter referred to above, addressed to advertising agents, began as follows:

Dear Sir:

Mr. Blank, of —'s Magazine, tells me that he has heard a rumor that etc., etc.

Mr. Blank had of course given his consent to the use of his name. Without considering, either pro or con, the ethics of this opening, which may not appeal to some—it is enough for present purposes to cite it merely as an example, and to remark in passing that it "made good."

It did not even occur to the

average recipient that this *might* be a form letter. It was addressed personally, worded personally, looked personal, and was accepted as personal.

In such a case it does not seem necessary, nor of any value, to have a second fill-in, of the addressee's name or of anything else, in the body of the letter. The only use, theoretically, of a second fill-in, would be to counteract a suspicion already aroused—but a good letter, properly executed from the mechanical standpoint, will not have aroused any suspicion to be counteracted.

Regarding postage, figured returns on a great number of cases seem to indicate that if you cannot afford to use the two cent stamp you cannot afford to use the letter.

The only exception seems to be the case where the letter is addressed to a class which is

1847 ROGERS BROS

"Silver Plate that Wears"

**X S
TRIPLE**

MINTAGE
PATTERN



The famous trade mark
"1847 ROGERS BROS." guar-
 antees the *heaviest* triple plate.
 Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)

New York
Chicago
MERIDEN, CONN.
San Francisco

For Circular Letter Writing a Comparative Test is All We Ask

TAKE your best selling circular letter—mail it to a thousand names—
check results.

Then,—

Take the circular letter we prepare, mail it to another thousand names of equal calibre and *check results against your own*. Comparisons carefully made in this fashion have proven that our letters have increased results from one hundred to five hundred per cent. The proof is on file at our offices—we will willingly "show you."

The Business Development Company of America

"Writers of Selling Copy"

119 NASSAU STREET : NEW YORK CITY
 Phone 5374 Cortland

Send for "BUSINESS BUILDING BY CORRESPONDENCE"

ignorant as to typewriter reproduction and postal rates alike. As an instance—a letter sent out by a cosmetic concern, multigraphed, sent under one cent postage in a neostyle envelope, the signature multigraphed in one printing with the body of the letter—the envelopes addressed by hand.

This letter was sent to girls in rural districts and brought about 20 per cent replies. A great number of these replies came back under one cent postage, the letter having slipped past the stampers in such cases. This shows evidently a very general misapprehension among uninformed rural classes that *any* unsealed mail may be sent for one cent, and it is likely that in even a larger number of cases the company's circular was taken for a personal letter in spite of its green stamp.

A letter such as this can be gotten out for 1.4 ct. including the postage, thus furnishing a wonderfully cheap method of circularizing in cases where it can be used.

STATE ADVERTISING.

State advertising seems to be on the brink of a new and remarkable development. A number of states are taking lessons in advertising and are making most energetic use of what they learn. They are telling every one what wonderful farms and mines and forests, what people, what cities, what institutions they have. They are trying to seduce the world and bring it within their gates.

So far have several states gone in this work that their advertising has become in large measure automatic. A large part of it no longer has to be paid for, or, at least, it has the appearance of not having to be paid for. An article on a certain Rocky Mountain state which appears in a very well-known magazine this month has plainly been printed gratis, sheerly because of its interest, though the same confidence cannot be expressed with respect to the series of articles on another state, a Mississippi River state, that are published in another magazine.

The phenomenon is undoubtedly a good one—particularly in view of the amount of city advertising that has been carried on the last few years. And this may be said without any intention of reflecting upon the efforts of the city advertisers. The cities may keep on advertising as much as they please, but the more they are advertised the more should the country be advertised. State advertising is, in the main, country advertising. While the

states that are attempting to draw attention to themselves have a good deal to say about their cities they have most to say about their natural resources, their wheat, corn, and cotton, their rice and alfalfa, their fruit and vegetables, their cattle, their gold and silver, coal and iron.—*New York Evening World*.

ADVERTISING FUNDS HELD UP.

St. Paul's consolidated publicity bureau cannot draw on the city treasury for \$8,000 which it alleges is due it for conducting an advertising campaign. Judge O. B. Lewis, Ramsey County District Court, has issued an injunction forbidding payment of the bill by the city, on the ground that the advertising of a city's commercial advantages does not come under the head of "current and incidental expenses," and cannot be paid from the \$10,000 contingent fund appropriated for that purpose in 1909 and 1910. The case will be fought out in higher courts.

On September 3d a Silver Jubilee edition was issued by *La Presse*, of Montreal, commemorating its twenty-fifth anniversary. The edition consisted of ninety-six pages and recounted the remarkable progress of Montreal and the Dominion of Canada during the first ten years of the new century. One of the sections of the paper was bound in color and was suitable to be kept as a souvenir of the occasion.

The second issue of *The South Today*, the booster magazine, edited and published by the Business Men's Club of Memphis, made its appearance September 19th.

The American Association of Foreign Language Newspapers will give its second annual dinner at the Knickerbocker Hotel, New York, November 12th.

The Philadelphia *Public Ledger* celebrated its seventy-fifth anniversary with the issue of September 29th. A special edition of eighty-two pages was issued with greetings from Taft, Cannon, Sherman, etc.

Harry M. Lasker, vice-president of Paul Block, Inc., special representatives, has gone to Chicago to take charge of the Western office of the firm. This move is an indication of the increasing importance of the Western field.

Paper is the name of a new publishing venture which has appeared, devoted to the paper interests generally. Charles D. Jacobs is president and Edward B. Fritz is secretary of the company which is behind the publication. Raymond R. Glenn is also associated with the publication.

The Spokane Ad Club is elated over the selection of its city as the place for the coming convention of the Pacific Coast Advertising Men's Association.

QUALITY CIRCULATION

You can reach 40,000 prosperous well-paid railway employees month after month without depending on chance newsstand sales.

In an article in Printers' Ink recently the advertising manager of a big Eastern concern spending a large amount of money annually for publicity discussed the buying of "White Space—and Something Better."

The interest and loyalty of the reader, he declared, should be the greatest inducement in influencing the buyer of Magazine space, in his selection of mediums. This factor he believes to be the "Something Better" than circulation as a primary consideration.

ROCK ISLAND EMPLOYEES' MAGAZINE

has "interest and loyalty of the reader" plus circulation. The Rock Island Railway employees read their own Magazine because its contents are of vital personal interest to them. May we tell you more about how this publication can be of service to you? Address



ROCK ISLAND EMPLOYEES' MAGAZINE

H. E. REISMAN, Managing Editor

La Salle Street Station



CHICAGO



Copy Writer Wanted

A few months ago we advertised for a copy writer and secured a good one. But owing to a large increase in business and opening of new territory we require another first-class copy writer not later than November fifteenth. **He must be experienced in advertising food products.** A permanent position with a growing agency in modern city of 50,000, three hours from Toronto or Detroit. Living expenses 25 per cent. less than New York. Climate similar to New York State. Send samples of recent work and record of experience. Also state age and salary. Amateurs need not apply. Position is for a high-grade man only.

McConnell & Fergusson
LONDON, ONTARIO, CANADA

MAKING SPECIALTY ADVERTISING PRODUCE RESULTS.

H. S. BUNTING'S NEW BOOK ON "THE NEW WAY TO BUILD BUSINESS" FULL OF SUGGESTIVE DISCUSSION—INSTANCES OF SUCCESSFUL SPECIALTY ADVERTISING—HOW TO REACH 25,000,000 PEOPLE FOR \$15,000 A YEAR.

"Scratch a disappointed user of advertising specialties and you will find a failure to employ rational plans of distribution."

This is one of the leading ideas developed at length by Henry S. Bunting, editor of the *Novelty News*, in his recently published book, "Specialty Advertising, The New Way to Build Business." (Published by the Novelty News Company of Chicago.)

The book is made up of 163 pages and thirteen chapters. Some of the suggestive heads are "Specialty Advertising Signifies Method," "Individual Advertising or Personal Appeal," "Specialty Advertising is not at Work Until Distributed," "The Art Calendar a Perfect Medium of Personal Appeal," "How a Manufacturer Can Reach 25,000,000 people by the Metal Sign Route for \$15,000," "A Nation-Wide Campaign May Be Conducted with Specialties Alone," and "How to Complete a 'Space Campaign' with Specialties."

Naturally the book aggressively takes up the cudgels in defence of its subject. The first chapters serve to awaken the reader's interest in specialties by recalling that the pencil he uses comes from an insurance company, the desk-weight from the Burroughs Adding Machine Company, the celluloid calendar from the First National Bank and his leather pocket book from the Coal and Coke company.

Dr. Bunting enlarges upon the subtlety of the specialty advertising process and asseverates that after all people act from impulse rather than from reason.

Here is an interesting discussion of the part calendars, steel signs, posters, and store cards play in a selling campaign. The

author makes his presentation tangible, referring often to actual examples. The treatment has a dollars and cents moral all through.

One of the most interesting chapters in the book tells how a manufacturer may reach 25,000,000 with \$15,000 a year. Dr. Bunting takes a typical case of a shoe manufacturer having a nationwide trade. He then asks the reader to see what a metal sign campaign can do for this shoe manufacturer. He says:

"The manufacturer, working through the dealer, contrives to erect prominently in the territory contributory to each of his representative dealers enough metal signs to supply the required general publicity. This is done in the town and at the strategic points along the main-traveled country roads leading to the city. The right sort of sign properly distributed on this plan will afford the desired publicity

"Figure how this works out in a town of—say, 5,000 population with a contributory territory of 2,000 more people, where the manufacturer has one dealer as his customer. The shoe house supplies his customer with ten steel signs, 20 x 28 inches, fifteen signs 14 x 20 inches, a store sign for the front of the store and either a flange sign (one extending out at right angles from the building) or a drum sign (in shape like a bass drum) for the entrance to the store or the curb, as the dealer chooses. By erecting part of these signs in town and part out along the country highways, the whole community is well covered—so well covered, I dare say, that no man, woman or child in that territory can long escape having attention challenged by one of those signs. . . .

"And what does this metal sign publicity cost the manufacturer? The cost of covering each local territory embracing 7,000 population in the way described is only about \$6.00. Think of it! The price of a small newspaper ad for one insertion. These metal signs will be found in good condition at the end of at least four years."

In another chapter the author tells how the manufacturer with a known list of jobbers and dealers can best work his trade. These known customers range from a few hundred to ten and twenty thousand. They may be reached in four ways, by trade journals, mail campaigns, traveling salesmen and indirectly through space media to the ultimate consumer. "It is another interesting evidence," remarks Dr. Bunting, "of the universality of the specialty methods that each of these four plans of campaigning will be materially reinforced and strengthened by using specialties in conjunction with them as connective and concluding media." In cultivating the dealer, the clerks and delivery boys should not be forgotten by the manufacturer whose goods they are helping to sell. A good pocket knife or a pocketbook or novelty pencil or key-chain, the author contends, will do more to push the giver's line of products *over the counter* (the italics are his) than many times the investment in "space."

ATLANTA AD CLUB SCORES FAKE ADVERTISING.

At the regular meeting of the Ad Men's Club, of Atlanta, held September 13th, a report was handed in censuring fake advertising schemes. The club decided that "all persons coming to Atlanta and intending to issue booklets, folders, guides, etc., be required first to get the endorsement of the Ad Men's Club before appealing to advertisers for recognition and patronage."

The topic for discussion during the evening was "Retail Advertising."

TO BOSTON EN MASSE.

I. H. Sawyer, president of the St. Louis Advertising Men's League, has written to the St. Joseph Ad Club and all other ad clubs in the West and Southwest, asking that they unite in a move to mobilize at St. Louis next summer for the trip to the national convention of the Associated Advertising Clubs of America, to be held at Boston. The St. Joseph Ad Club has already signified its intention of following this example.

The Leasing-Chase Advertising Company, of Des Moines, announces the addition to its staff of V. F. Hayden, ad advertising writer of Milwaukee, formerly with the Cramer-Krasselt Company.

WANTED

An Assistant to the Advertising Manager of the Largest Concern of its Kind in the World.

A man young enough to grow and develop with the department. Old enough to be a good "trader" for space and printing.

Above all, must be able to write—not merely clever "copy," but real advertisements which will sell goods and at the same time maintain their dignity and prestige.

To such a man a good position is open with one of the leading high-class, national advertisers. (Headquarters in New York).

Address, giving necessary facts, to "H. T. P.," c/o Printers' Ink.

THE TRUTH IS SOMETIMES SEVERE



—BUT IT MUST BE TOLD



From McClure's Magazine House Organ.

G. W. COLEMAN LEAVES CHRISTIAN ENDEAVOR WORLD.

STATUS OF KELLOGG CASE.

The announcement is made that after nearly eighteen years of service, George W. Coleman is to leave the *Christian Endeavor World* to inaugurate a publicity department for the W. H. McElwain Company, Boston, shoe manufacturers.

Mr. Coleman was advertising manager of the *Christian Endeavor World* for nearly thirteen years, and for the past five years has been its publisher. The shoe company with which he will now be connected is one of the largest, having five factories and making some 28,000 pairs of shoes a day. It is reputed to do \$10,000,000 worth of business a year. This size of the concern is of considerable interest in view of the fact that it now plans to come into the advertising world of its own initiative.

Mr. Coleman is president of the Pilgrims' Publicity Association, Boston, and has a wide circle of acquaintances among advertising men.

CO-OPERATION IN MISSISSIPPI.

L. E. Davis, secretary and manager of the Mississippi Land Development Co., and secretary of the Natchez Chamber of Commerce, has addressed letters to every Business League member, Boards of Supervisors and Agricultural Associations in Mississippi, announcing that if they have any literature advertising the resources of their particular localities to send same to his office in Natchez and it will be mailed out to the North, East and West without charge.

Judge North, of the Michigan Circuit Court, has decided that he will give no decision until all the evidence is in in detail on the Kellogg vs. Kellogg case. This case comprises a suit brought by the Kellogg Toasted Corn Flakes Company against Dr. J. H. Kellogg of the Battle Creek Sanitarium and two of his subsidiary food concerns, to restrain Dr. Kellogg and his associates from making such use of the name "Kellogg" and the names "Toasted Flakes" in connection with cereal foods as to confuse the trade and cause annoyance and damage to the petitioning company.

The court holds that "the situation has been greatly complicated by the allegations contained in this sworn answer and crossbill" and, therefore, declines to issue so important an instrument as an injunction till full evidence as to the facts has been taken.

AD MAN BOOSTS NEW BALL LEAGUE.

Those advertising men who follow closely the ups and downs of the professional baseball players in America have doubtless read of the efforts on the part of some to establish a third big baseball league to compete with the National and American Leagues. One of the men back of this movement was Jeff Livingston, the advertising manager for Snider's Pork & Beans and Snider's Tomato Catsup. Mr. Livingston is known to practically every advertising man who includes Cincinnati in his travels.

THE FLAW IN THE CO-OPERATIVE DREAM.

INDUSTRIAL AND COMMERCIAL CLUB
OF JANESVILLE, WIS.
Sept. 24, 1910.

Editor PRINTERS' INK.

Allow me to express my own views, and those of countless others, on this co-operative advertising.

In your issue of September 22d appeared a "dream" letter on the wonderful possibilities of combining a sock and shoe advertisement. Good. But how about this part of that combination? There is one concern in this country making shoes and twice I have been induced, partly through advertising and partly through a salesman's talk, to invest five good dollars for a pair of these shoes. Both times I had to discard the shoes or wear crutches, and let me add that the second pair was a special order although not specially made.

Now, do you suppose for one minute that were the makers of the kind of socks I wear to go into a co-operative advertisement with the shoe concern, whose shoes put my feet on the aching list, that I would take kindly to the plan?

Not on your life or my feet—the same "grouch" I have against that brand of shoes would be likely to make me think of changing to another brand of socks.

Then consider this side of the argument—in countless Western cities clothing men sell certain brands of shoes, but all these dealers do not sell the same brand of socks—get the idea? This part of the co-operative plan would apply to many, many lines that, on paper, look right for such a co-operative advertising scheme, but which in reality would make such advertising "non-individual," if I may use that coined word.

An advertisement **MUST** have individuality above all else and co-operative advertisements can not.

LOUIS G. DEARMOND,
General Secretary.

A petition in bankruptcy has been filed against the Electrical Age Company, publisher of the *Electrical Age*, monthly, of 45 East Forty-second street, by the Wynkoop-Hallenbeck-Crawford Company, creditor for \$1,438. It was alleged that the company made preferential payments, including one to Horace S. Ely and the New Jersey Telephone Company. The publication was started in 1883, and since then a large amount of money has been spent on it. The company in December, 1905, was incorporated with a capital stock of \$125,000. Judge Holt appointed Simon B. Chittenden receiver, and authorized him to continue business ten days.

A meeting of the creditors of the Circle Publishing Company, of 50 Madison avenue, was held September 21 at the office of Nathaniel A. Prentiss, referee in bankruptcy, at 120 Broadway, and John A. Morrison was elected trustee with a bond of \$5,000.

Designers
to Artists
the American

& Writers
Majesty
Advertiser

HALF THE BATTLE IN PUBLICITY IS A Good Idea Well Illustrated

We don't care where you place your advertising. We simply want to furnish the Ideas, Illustrations and Copy that will make good.

Samples for the asking

J.J. Bukey Art Service

UNIVERSITY BUILDING
WASHINGTON SQUARE, NEW YORK

WANTED

Director for Service Department

A very large and long established printing house has fine opening for experienced Art Director with thorough knowledge of advertising ideas. Prefer a man competent to direct copywriters also. Send full particulars in confidence, stating experience, present employment, salary and references. "F. J.,
care of Printers' Ink.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

What they want they get!

Do you want some of this business?

USE THE CLIPPER

— ADDRESS —

NEW YORK CLIPPER, New York City

FATAL IRRELEVANCY IN ADVERTISING COPY.

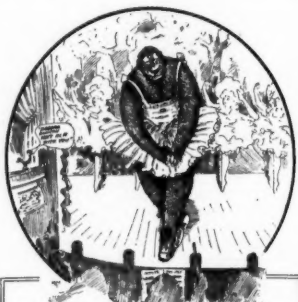
EXAMPLES OF ADS WHICH GO STRAYING FAR OFF LEGITIMATE PRESERVES—THE FOOLISH ENDEAVOR TO COMPLICATE AN ARGUMENT.

By Wm. H. Ray.

The Germans have a saying, which freely translated, means "paper is a docile thing." Certainly it must be, to stand the mistakes, even atrocities which are constantly put upon paper by would-be advertisers.

It is this very docility of paper under the plotting of advertiser and printer that leads them on to ruin. The intended victim, the reader, isn't present when the ad

in our office chairs in comfortable New York or Chicago, and concocted an appeal to the Bijimoth Zulus in South Africa. We are apt to make a desperate and strained effort to secure their interest, whereas the very basis of



THE GIBBARD and TAYLOR advertisement in the OFFICE of the "Boston Herald" is a masterpiece of the art of the advertiser. It is a masterpiece of the art of the advertiser. It is a masterpiece of the art of the advertiser.

Here is the list of GIBBARD and TAYLOR's products:

1. GIBBARD and TAYLOR's products	2. GIBBARD and TAYLOR's products	3. GIBBARD and TAYLOR's products
4. GIBBARD and TAYLOR's products	5. GIBBARD and TAYLOR's products	6. GIBBARD and TAYLOR's products
7. GIBBARD and TAYLOR's products	8. GIBBARD and TAYLOR's products	9. GIBBARD and TAYLOR's products
10. GIBBARD and TAYLOR's products	11. GIBBARD and TAYLOR's products	12. GIBBARD and TAYLOR's products

H. H. BROWN & CO., Makers
NORTH BROOKFIELD, MASS.
BOSTON OFFICE: 125 LINCOLN STREET

VAUDEVILLE TRADE-PAPER ADVERTISING.

GEE, IF I WAS ONLY RUDYARD KIPLING!

I'd change the Ballad of "East & West" into the Ballad of the "Coat & Vest."

¶ I'd rewrite "On the road to Mandalay" calling it "Twelve Forty-one Broadway."

¶ I'd go into a detailed description of my new Spring Suits and Overcoats—but what's the use?

¶ I'm only me, and Rudyard, well, he gets 50 cents a word, so he's too expensive as an advertising man.

¶ Overcoats & Suits, \$15 to \$50 and worth it!

HENRY MORITZ

*Clothes for Young & Old Youths
Automobile Garments*

1241-47 Broadway NY
Between 30th & 31st Sts

THIS ADVERTISER'S STORE IS NOW IN RECEIVER'S HANDS.

is shaped up, and the advertiser isn't present when the reader adjudicates the attempt to interest him.

It is as if you and I sat snugly

appeal certain to interest them is simply their common human needs and viewpoints. At least, this is the only explanation I can find for the continued prevalence of flagrant irrelevance in advertising.

The technical advertiser talks about anything but his article; the general advertiser clutters up his appeal with cute sayings and totally misleading and non-informative headlines and opening appeal. Many are the housewives who have been exasperated by the absolute neglect of ads. to satisfy the logical curiosity for more definite knowledge of the article. Great numbers of advertisers have been led astray by ads, such as the famous Fowne's Glove ad. ("If it's a Fowne's, that all you need to know about a glove.") They have no conception of the fact that if Fowne's were not known or only ordinarily known, and had not a reputation well established before its advertising began, such advertising would be



"The Breeder's Gazette is the Farmer's Greatest Paper."

—W. A. HENRY,
America's Foremost
Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE
358 Dearborn Street Chicago
Member Standard Farm Papers Association

common, even in national magazine copy, supposed to be prepared with unusual care. Often the chief trouble is over-subtlety and over-complication of theme.

The lesson that seems so long in getting learned is that there is

Why Is a Pink Elephant?

BECAUSE TURKEY FEATHERS GO SWIMMING

NOW WHY?

This riddle is harder to answer than your shoe problem. If you really want more

REAL SHOES

that is, in Men's Fine Footwear costing at \$2.50, \$4.00 and \$5.00, you need not look further.



The
Dee-Vee
Shoe



unites every requirement of every shoe dealer, and has merited the reputation of being one of the best wearing shoes made in this country.

If it is CONFIDENCE you want, get in touch with

Diggs-Vanneman Mfg. Co.

Shoemakers in His Majesty's America

BALTIMORE, MD.

Catalogues, samples or quotations can be had on request.

CAN YOU BEAT IT?

nothing so effective and so economical as striking into the very middle of the subject with the first word of the ad. The reader's mind is like an indifferent maverick—if you want it you must throw your rope neatly over its horns without delay and draw taut.

A MAGAZINE TO BOOST CANADA.

An enterprising publication is the *Dominion*, which appears with the October issue for the first time, and it will be issued monthly, in the interests of the upbuilding of Canada. According to the publishers' announcement, *The Dominion* is to be "a constructive magazine, having as its sole purpose the bettering of all the interests of all the people of all the provinces." An information bureau is to be conducted by the publishers, which will be at the service of the public and will solicit correspondence on all matters pertaining to Canadian development.

The first issue consists of some thirty pages of editorial matter, containing some rare facts about the industrial development of Canada. It is handsomely printed, and contains a number of very beautiful illustrations.

One of the articles in the first issue is entitled, "Winnipeg, the Mid-Continent Metropolis," and is written by the Canadian correspondent of the *New York Commercial*.

Charles F. Roland, Industrial Com-

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

LincolnFreie Presse

LINCOLN, NEB.

Actual Average Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

missioner at Winnipeg, has written an article on "Manufacturing in Western Canada."

BRISBANE PRAISES COUNTRY PAPERS.

The value of the country newspaper is based largely upon the fact that the man who reads it looks upon it as a neighbor and a friend a personal acquaintance, and attaches to the printed statement and advertisements of the country newspaper far greater importance than the dweller in the big city attaches to the statement of the advertisements in the big city newspapers.

As one friend talking to another about certain kinds of goods can influence a friend more than a stranger, so a country newspaper, standing on a footing of friendship with its readers, can talk to them about goods for sale or any other topic and impress them more strongly than the big metropolitan newspaper, which is really a stranger, an abstraction to its readers, can impress the metropolitan reader.

Big newspapers in big cities are useful, I hope, since I write for such papers. But every honest newspaper is a member of a great police force. It is important for vigilant, active, well paid newspaper policemen to be scattered in every corner of the country. It is very important that a reasonable income, generous recognition by advertisers, should make the local newspaper independent of everything except its readers' welfare. It is important that the local editor should be well paid; that he should be at least as well off financially as the average of the rascals in the public office whom he alone criticises, by whom he alone is feared.

As conditions are to-day the local editor, the man who is leading thousands of good fights all over the country, is poorly recognized or not recognized at all. With few exceptions, it is impossible for men of great ability, public spirit and integrity to make by hard work in a year of intelligent journalism a quarter as much as can be made by any rascal willing to sell himself to a corporation. It is a great harm to the country that the ambitious newspaper man should be moving always toward the big cities in order to make a decent living. Every town where there is a congressman needs a good editor. Every city where a judge sits and looks at the corporation with one eye and the little people with the other eye—and a very different eye for each—needs an honest editor, with both eyes on the judge.

It would be a very good thing indeed for this country if country editorship meant a comfortable income, a permanent fortune, permanent independence in addition to a position of honor and dignity.—N. Y. Journal Editorial.

George Matthews Adams, a well-known Chicago advertising man, who conducted classes in advertising at the Chicago Central Y. M. C. A. last season, has been re-engaged as director of that advertising department.

YOU

are always striving for something new, original, different in your advertising.

Did you ever stop to consider the tremendous field open to you in

MOVING PICTURES

as an

Advertising Medium?

An inquiry from you will bring you full information as to how this newest, most appealing, most forceful method of advertising can be effectively applied to your own particular requirements in the publicity line.

We are specialists.

Write us to-day.

The American Film Mfg. Co.

**Bank Floor, Ashland Block
CHICAGO, ILL.**

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 39 Murray St., New York City**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N.C., leading textile publication South. Circulation increased 50% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. P. O. Box 1078, Havana, Cuba. New York Rep., I. C. Felleman, 18 Broadway.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

BUILDING advertising things of all kinds that are ever recurring, seldom downright dull, and often profitably pertinent, is the serious and all-absorbing business of my life. It seems possible that I might be of use to you in some direction—seems so to me, at least—does it to YOU? **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

\$2,300.00 cash buys Ohio weekly newspaper property. 3 presses, stapler, etc. Annual volume of business \$2,200.00. Returned owner in year ending July 31, 1910, \$1,259.67 for personal effort and investment. Proposition No. 47, C. M. PALMER, Newspaper Broker, 277 Broadway, New York.

FOR SALE

FOR SALE—COMPLETE MONOTYPE OUTFIT, KEY BOARD AND CASTING MACHINE, in perfect condition. Price and terms reasonable. **THE OKLAHOMAN,** Oklahoma City, Okla.

HELP WANTED

FIRST-CLASS COPY WRITER wanted by a New York agency handling general account. Ability to write agricultural copy will be of assistance. Give full details concerning previous experience, salary desired, etc. "COPY," care of Printers' Ink.

WANTED—A writer of advertising copy for a leading technical journal. We want the kind of man who can ferret out sales facts and mold them into convincing English. A knowledge of mechanical affairs is essential. State age, experience and salary expected. Address, "MECHANICAL," care Printers' Ink, 12 West 31st Street, New York City.

COLLECTION MANAGER WANTED—A large specialty concern in the Middle West wants an experienced manager for its Collection Department. A good and permanent position for the right man. No attention will be paid to inexperienced men. Address "COLLECTION," care Printers' Ink.

WANTED—A well educated and healthy, temperate young man, thoroughly understanding composing room work. Must be rapid, accurate and skillful worker, capable of setting up advertising in original manner, imposing and making up forms. Good future for right man. State salary expected, age and references. Address **PLUMBERS' TRADE JOURNAL PUBLISHING CO., 45 West 34th Street, New York City.**

WANTED—by a large general Advertising Agency, an experienced and thoroughly competent rate and estimate man. Must be familiar with newspapers and periodical publications in various parts of the country, and able to figure from rate cards accurately on miscellaneous advertising. Must have pleasing personality and highest references. Excellent opportunity. Permanent. Mention age, experience fully, references, salary expected. "CONFIDENTIAL," Box C.A., Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

First Class Sales Manager Wanted

By a \$100,000 corporation manufacturing a high grade, gentlemen's toilet article (not a razor).

The article has exceptional merit, which has been thoroughly tested and proven among consumers throughout the United States for over a year.

A limited trade distribution has been affected. It sells to Drug and Cutlery dealers, and to Department Stores. The field for its consumption is limitless and contains no competing device. Patented in this and foreign countries. Advertised extensively. An opportunity for the right man to make a splendid connection. Address P. O. Box 97, Troy, N. Y.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels,
Size, 1x2 inches, printed to order
and postpaid. Send for Catalog.
Fenton Label Co., Phila., Pa. **\$1.00**

MAIL ORDER

WANTED—Mail order and agent's goods. E. SMEAD & CO., Vineland, N. J.

POSITIONS WANTED

Trade Journal Wanted

Experienced advertising solicitor of proven ability desires connection with strong trade publication for representation in Chicago and nearby territory. Convincing refs. Box 631, Printers' Ink.

YOUNG MAN, 23, excellent education, professional training, has been studying advertising for a year; wants an opportunity with advertising firm or agency. Good writer. Hard worker. Salary no object. "L. S." care of Printers' Ink.

ADVERTISING MANAGER, would you like to meet one who is young in years but has had 11 years experience with large manufacturers of mechanical goods and engineering products; one who knows how to write literature; understands printing and engraving; writes the sort of advertisements that bring inquiries; is a thorough systematist and is successful in planning and executing advertising campaigns; if you would like to meet such a man with a view of giving him an opportunity of proving his worth as a permanent member of your selling organization address "EXPERIENCE," care of Printers' Ink, New York.

WRITER OF PRODUCTIVE COPY, age 26, wants change. Efficient manager, printer. Expert correspondent, *water typewriter*. No position too hard. Locate anywhere. \$1,500 or over. F. L. BROOKMAN, 2828 Kensington Ave., Kansas City, Mo.

ADVERTISING AGENCY MAN, 27, ten years' experience, seeks permanent position; no ad writer; Rate and estimate man, and supervise other departments. Good, all around Agency man at reasonable salary. Will solicit, represent publications, or assist in managing, Start at once. "ECIRP," care of Printers' Ink.

Trade and Technical Paper.

Advertising solicitor now living in Chicago is open for position. Prefers Western territory. Experienced and successful. Well ripened as a salesman and manager of men before entering the advertising business, also know the printing and engraving business, and yet willing to start at moderate salary and commission. "H. R. M.," 1651 Marquette Building, Chicago.

Read this letter

Business Men,
Anywhere, U.S.A.
Gentlemen:—

Could you use the services of an advertising and correspondence man who measures above the standard of mediocrity and who would start in with you at a salary of \$35.00 weekly and easily worth that figure? Am at present, and have been for the past two years, handling the advertising of a large wholesale house in a middle-western city, my employers are well satisfied with my work, but conditions are unsatisfactory to me and I desire a change. I organized the advertising department for this house, built up a good mailing list and in connection with this list am carrying on a system of follow-up correspondence that is doing good work. On your say so I will submit, for your inspection, samples of what I have done, then hire me or refuse to hire me purely on the merits of my work. If the former, I'll measure up to your requirements or forfeit my salary. Mine is a money back proposition. Will you give me a chance to show you what I can do by dropping me a line or two?

THOROUGHLY COMPETENT
care of Printers' Ink

POST CARDS

SOUVENIR POST CARDS:—From photos, etc., we make you the Engravings from which you can have the cards printed, in one or more colors. **GATCHEL & MANNING**, Designers and Engravers for Catalogues, Advertisements, Etc., Philadelphia. Send for P. I. circular.

PRESS-CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.
WINTHROP PRESS, 419 Lafayette St., N. Y.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ. 1909, 41,038.

33— This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,736; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,100 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,847. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. Brings results to good advertisers.

Norwalk, Evening Hour. Average circulation exceeds 2,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,287 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Average, month of June, 1910, 50,416 (© ©).

FLORIDA

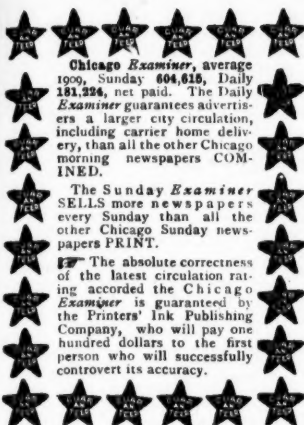
Jacksonville, Metropolis. Average, 1st 6 mos., 1910, 13,768. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Champaign, News. Leading paper in field. Average first five months, 1910, 6,161.

Chicago, Broad's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 75,496 and all quality. Rate, 50 cents, flat.



Chicago Examiner, average 1909, Sunday **604,615**, Daily **181,324**, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1909, daily net paid, **159,176**; Sunday net paid, **193,631**. Daily, two cents. Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, **6,536**.

Peoria, Evening Star. Circulation for 1909, **20,874**.

Sterling, Evening Gazette, average circulation for 1908, **4,409**; 1909, **5,122**.

INDIANA

Evansville, Journal-News. Average, 1909, **11,543**. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, **1,702**; weekly, **2,674**.

South Bend, Tribune. Sworn average Aug. 1910, **11,442**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, **9,180**. "All paid in advance."

Davenport, Times. Daily av. Aug., '10, **16,413**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. **9,022**; Sun. **11,426**.

Washington, Eve. Journal. Only daily in county. **2,009** subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. June, '09-June, '10, **6,391**. Waterloo pop., **27,000**.

KENTUCKY

Lexington, Herald. D. av., '09, **6,872**. Sunday, **7,802**. Week day, **6,697**. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, The Times, evening daily, average for 1909 net paid **46,488**.

MAINE

Augusta, Kennebec Journal, daily average 1909, **9,163**. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily **9,923**; weekly, **27,763**.

Portland, Evening Express. Average for 1909, daily **16,219**. Sunday **Telegram**, **16,808**.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, **79,284**; Sun., **102,476**. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, **83,416**. For Aug., 1910, **77,859**.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, **180,278**; Gain, **3,981**
Sunday
1909, **323,069**; Gain, **3,279**

Advertising Totals: 1909, **7,335,279** lines
Gain, 1909, **465,579** lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over **100,000** copies monthly

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, **7,683**.

Lawrence, Telegram, evening, 1909 av. **8,888**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, **16,622**; 1908, **16,396**; 1909, **16,539**. Two cents. Lynn's family paper. Circulation far exceed any Lynn paper in quantity or quality

Boston Post's GREATEST August

AVERAGE AUGUST, 1910

The Sunday Post
261,208

Gain of 12,903 Copies
Per Sunday over August, 1909

The Daily Post
351,444

Gain of 60,129 Copies
Per Day over August, 1909

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (☉☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*, Aver. Aug., 1910, daily 10,740, Sunday 11,858. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,806.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for six months ending June 30, 1910, 88,667. Average circulation of Sunday *Tribune* for same period, 80,092.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 84,458. A.A.A.

★ Minneapolis, *Journal*, Daily and Sunday (☉☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Aug., 1910, evening only, 77,637. Average Sunday circulation for Aug., 1910, 80,113. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers Ink Publishing Company. It goes into more homes than any other paper in its field. ☉☉

MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,282.

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 38,833. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (☉☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,053.

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly. 142,208 for year ending Dec. 31, 1909

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,656.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 10-'07, 20,270; '08, 21,326; 20-'09, 19,062; March, '10, 20,263.

NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,931. It's the leading paper.

★ Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 94,905.

Buffalo, *Courier*, morn. Average, Sunday, 86,737. daily, 46,284; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,933; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 8,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 26,903 (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 6,641; August, 1909 issue, 20,000.


The World. Actual average, 1909, Morning, 360,603. Evening, 399,669. Sunday, 460,958.

Poughkeepsie, Star, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1909, 17,470; for Aug., 1910, 20,454. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Aver July, 1910, 14,198. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 22,458; Sunday, 40,922.

 *Troy, Record*. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, 2,583.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

NORTH CAROLINA

Asheville, Gazette-News. Average, '09, 5,643 Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte, News. Evening and Sunday Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, Normanen. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,556. For Aug., 1910, 92,657 daily; Sunday, 114,354.


Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.


Youngstown, Vindicator. D'y av., '09, 10,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, The Oklahoman. Aug., 35,805 week day, 42,890 Sunday. E. Katz, Agent, N. Y.


OREGON


 *Portland, The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,430 in the classified. Sworn average circulation for June, 29,962.


 *Portland, The Oregonian*, (©). August average circulation. Sundays, 59,000; Daily, 47,288. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,788. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 *Erie, Times*, daily. 21,385 average Aug., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

 *Harrisburg, Telegraph*. Sworn average July, 1910, 17,523. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

 *Johnstown, Tribune*. Average for 12 mos., 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

In
Philadelphia
It's
The Bulletin

Net Daily Average for
July, 1910

229,838

COPIES A DAY

A copy for nearly every
Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, 5,517; 1909, 5,522 (©).

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Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia —has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.





Philadelphia. The *Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 88,084; the Sunday *Press*, 168,998.

Washington. *Reporter and Observer*, eve. and morn. Circulation for June, 1910, 12,848.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 18,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; daily net cir. first 6 months, 1910, 17,276, guaranteed.

York. *Dispatch and Daily*. Average for 1909, 20,016

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (☉). Sunday, 28,126 (☉). *Evening Bulletin*, 48,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 6,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 6,311. July, 1910, 6,964.



Columbia. *State*. Actual average for twelve months, 1909, daily (☉) 14,438, Sunday (☉) 14,969.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Nashville. *Banner*, daily. Average for year 1907, 36,306; for 1908, 38,684; for 1909, 40,086.

TEXAS

El Paso. *Herald*, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 2,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Average July, 1910, 4,087; Aug. 4,027. Largest circulation. Only eve. paper

WASHINGTON

Seattle. The *Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,382 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,768,056 lines.

Tacoma. *Leader*. Average 1909, daily, 19,798. Sunday, 26,188.

Tacoma. *News*. Average for year, 1909, 18,829.

WISCONSIN

Janesville. *Gazette*. Daily average, Aug., 1910, daily 8,245; semi-weekly, 1,776.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 8,960.



Milwaukee. The *Evening Wisconsin*, daily. Average daily circulation from April to Sept., 1910, 41,144. Gain over April and May, 1909, 8,768 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



Milwaukee. The *Milwaukee Journal*, (evening daily). Average in Aug., 1910, 63,110; gain over Aug., 1909, 2,392 daily; average for 12 mos., 61,725 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. July, 1910, circulation, 8,183. Statement filed with A. A. A.



The Wisconsin Agriculturist

Racine, Wis. Established. 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 5,128; semi-weekly, 4,994.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily Aug., 1910, 47,330; weekly 1909, 37,080; Aug., 1910, 35,327.

Winnipeg. *Der Nordwestern*. Canada's National German weekly. Av. 1909, 13,162. Rates 50c. in.

Winnipeg. *Telgram*, dy. av. Aug., '10, 33,861. (Saturday av., 37,287). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal. *La Presse*. Daily. Average for June, 1910, daily 97,600. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the Daily News," says the Post-office Review, and that's why the Daily News is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,117 over 1909, and 230,809 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATIN' **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune printed during the 7 mos. ended Aug. 1, 1910, 1,480,828 lines of classified advertising. Rates. 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1910, amounted to 197,064 lines; the number of individual ads published were 24,743. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,805. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, June 1910, 80,416 (◎◎).

GEORGIA

Atlanta Constitution (◎◎). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (◎◎). Not an "organ,"—but the leading textile magazine.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classed advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Engineering News (◎◎). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 86,064; Sunday, 163,995.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (◎◎) and The Evening Mail. Circulation 18,768, Flat rate.

Business Going Out

Arrangements are being made with newspapers generally by N. W. Ayer & Son for 15,000 lines on the National Biscuit Company advertising. This space is to be used in thirteen issues, each issue containing four separate advertisements, and the matter of position is to be the especial feature.

The Walter C. Houghton Agency, Newark, is now preparing contracts for the Van Orden Corsets and contracts for Kayser Gloves are going out on next year's business. This agency is also placing Wahoo Oil, seventy-five lines, in New Jersey and Pennsylvania; and Lindeman's Horse Radish, seventy-five lines, in New Jersey evening papers.

Renewal orders for increased space are soon to be sent out to an extensive list of magazines by the F. Wallis Armstrong Company, Philadelphia, for the Narrow Fabric Company's Nufashond Shoe Laces. These are for this agency's fifth campaign on Nufashond.

Johnston-Dienstag-Ayres Advertising Agency, San Francisco, is sending twenty-eight-line copy for the California Development Board to a list of forty-one farm papers in the Middle West. The copy advertises the state as a whole.

Contracts are being placed also by the Johnston-Dienstag-Ayres Agency for two farm land operators—in the Western and Northwestern farm papers. The lands are two of the big 50,000-acre ranches of the Sacramento Valley now being put under irrigation and sold in small holdings.

Orders are going to weekly newspapers in the South and Southwest through the Frank Presbrey Company for Marcellus Hartley Company.

Seven-time orders for eighteen inches are being sent to papers in the Southwest by the Ireland Agency for the A. B. Kirshbaum Company.

The Foster Debevoise Agency is contracting for 5,000 lines in Southwestern papers and 3,000 lines in the South for the account of the De Miracle Company.

Sunday newspapers in the Eastern states are receiving forty-two-line orders, till forbid, from the Fuller Agency for the Dr. J. H. Dye Medical Institute.

The advertising of Clark, Coggin & Johnson for "Puri-tan-ated" Coffee and "We-No" Tea is being handled by H. E. Ayres & Co., Boston. Large copy is being used in a few daily newspapers.

The Ralston Purina Company, St. Louis, is sending out copy and orders to a big list of dailies published in the large cities throughout the country and a selected list of high-class women's publications. Copy ranging from one inch to 198 lines will be used in newspapers, and full pages, halves, quarters and forty-two lines in women's publications beginning with October issues. Orders and contracts are going out through the Gardner Adv. Company, same city.

The St. Louis Fur Company will begin using a list of farm and mail-order papers in October, advertising to buy furs and skins. H. W. Kastor & Sons' St. Louis office is sending out orders for twenty-eight lines to run t. f.

F. C. Taylor & Co., St. Louis, buyers of furs and skins, will use a big list of farm papers published in the West and South, beginning with October issues. Thirty-five-line copy will be used. The advertising will go out through N. W. Ayer & Son.

Eight-time orders for five inches, double column, are being sent out by the Vreeland Agency for George C. Batcheller & Co., New York, to papers in the Southwest.

The R. A. Mathews Agency, Chicago, is ordering forty-four lines, e. o. w., in weekly newspapers in the West, t. f., for the K. K. K. Medicine Company.

Perret, Gros & Million, of France, manufacturers of "Dynamo Brand" mangle, are planning a comprehensive advertising campaign in the leading women's magazines. Trade papers will also be used. The entire campaign is to be handled by Coupe & Wilcox, New York.

The subway and elevated railroad poster advertising of Henry W. Peabody & Co., on "Domes of Silence" the new furniture caster, is being handled by Coupe & Wilcox, New York.

The J. D. Bates Advertising Agency, Springfield, Mass., is handling the appropriation of Edw. Miller & Co., Meriden, Conn., decorative fixtures being advertised.

All of the advertising of the McCallum Hosiery Company, Northampton, Mass., is handled by Wm. J. Boardman, of the Boston office of the George Batten Company.

Swamp Root contracts for 5,000 lines in Pacific Coast papers and 2,000 lines in papers of the Far West are being made by the Kilmer Agency.

A large list of standard magazines are receiving three-time orders, fifty-six-line space, for the account of Herbert L. Joseph & Co., through the Chicago office of the Leven-Nichols Advertising Company.

The Nelson Chesman Company, by unanimous vote of the Lynchburg, Va., committee in charge of publicity, has been awarded the contract to handle the advertising of that city.

The Knickerbocker Tailoring Company, Chicago, is extending its advertising into a large number of magazines and mail-order papers. The Leven-Nichols Advertising Company, same city, will place the business.

The J. Walter Thompson Agency is placing 2,000 lines in the West for the Tokaton Mfg. Company.

The Victor Talking Machine Company is ordering 5,000 lines in the South through F. Wallace Armstrong, Philadelphia.

C. E. Sherin, New York, is sending out 4,000-line orders for Knox hats in the West.

Three-year renewals are being made generally in the Southwest on Remington Typewriter contracts by the Foster-Milburn Company.

The appropriation of the Chicago Feather Company has been placed in the hands of the Leven-Nichols Advertising Company, and orders for this business are issuing from the Chicago office of this agency.

Nelson Chesman & Co. are ordering 14,000 lines in the Southwest for the Chattanooga Medicine Company.

Orders for 10,000 lines are going to the West through F. C. Williams, of New York, for Salada Tea.

Clarke Bros. & Co., of Peoria, Ill., are ordering 10,000 lines in the West through the McMichael Agency.

The H. W. Kastor Agency, St. Louis, is sending t. f. orders to Sunday papers in the West for J. Rieger & Co.

The Mahin Agency is ordering 1,000 lines in the Southwest for the N. K. Fairbank Company.

Orders to newspapers in large cities throughout the country for the United Shirt and Collar Agency are now being sent out by the J. Walter Thompson Company.

Newspapers in the large Eastern cities are receiving orders for the Naturalis Company and the Crudol Company, through the J. Walter Thompson Company.

The Fels Distilling Company, Kansas City, will shortly begin an extensive mail-order whiskey campaign in a big list of daily newspapers, weeklies and mail-order publications in the Middle West and South. One hundred and fifty-line display copy will be used. H. W. Kastor & Sons, same city, are sending out orders to run t. f.

H. Menges, advertising smokers' supplies by mail, will inaugurate a campaign in a list of standard magazines, high-class weeklies, farm papers and mail-order publications, beginning with November issues. The business will be placed through the St. Louis office of the Chas. H. Fuller Company.

The Sheffield Gas Power Company, Kansas City, will begin a fall and winter campaign in farm papers published in the West and Southwest to advertise gasoline engines. Fifty-six and 112-line display copy is being ordered through H. W. Kastor & Sons, same city.

The Boston & Maine Railroad is placing considerable newspaper advertising for its annual fall excursions. Business is placed by C. F. Farnsworth, advertising manager, North Station, Boston.

The New England Telephone & Telegraph Company, having inaugurated a new system of rates and methods in Boston, is educating the public to the new regime by the liberal use of newspaper space. So-called "Bulletins" appear in full-page space in all the Boston papers, each describing some phase of the new system.

The Manufacturers Outlet Co., Providence, R. I., is using large copy in Sunday newspapers and mail-order mediums through the Standish Advertising Agency, Providence.

Arthur B. Harlow, for many years advertising manager of the Mellin's Food Company, Boston, has severed his connection with that concern to engage in the manufacturing business.

The O'Sullivan Rubber Company, Lowell, Mass., is contracting with a list of weekly publications for some large advertising for the fall season. The account is placed by the Boston office of the J. Walter Thompson Agency.

Space is being taken by the J. Walter Thompson Company in the newspapers in the large cities for Stewart Hartshorn shade-rollers.

Orders for 5,000 lines are going to Pacific Coast points for Knowlton Danderine. The business is placed by the Fuller Agency, Chicago.

Contracts for 17,500 lines are going to Southern newspapers through N. W. Ayer & Son for Pennick & Ford, of New Orleans. Velva Syrup, a molasses product, is to be advertised.

The F. P. Shumway Company, Jewelers Building, Boston, is sending quarter-page copy for Cooper Underwear to a list of general magazines.

Some additional contracts are being placed with daily newspapers for the advertising of the Magee Furnace Company. All of this business is handled by H. E. Ayres & Co., 164 Federal street, Boston.

Wood, Putnam & Wood are sending out renewal contracts to a large list of daily newspapers for the advertising of Sulpho Naphthol. The contracts are for six inches twice a week for six months.

Magazines are being used direct by the Perry Pictures Company, Malden, Mass., twenty-eight line copy being used in November and December.

Large copy is being used in women's publications and leading magazines by Wells & Richardson, Burlington, Vt. Page copy is being placed in colors for Diamond Dyes.

Carl Hirsch & Sons, St. Louis, are sending out thirty-five-line display copy to a big list of farm papers in the Middle West and Northwest, advertising army rifles on the mail-order plan. H. W. Kastor & Sons, same city, are placing the advertising.

The P. B. Bromfield Agency, New York, is placing orders for the P. Lowentraut Manufacturing Company, makers of skates, in a few of the leading magazines.

The Thorne Advertising Service, Inc., Seattle, is making 7,000-inch contracts with Pacific Coast papers for the Imperial Candy Company. The same agency is sending newspaper orders through the West and Pacific Coast for 10,000 lines for Denny's Baby Food.

Dailies throughout the United States are receiving orders from the Massengale Agency for the Buffalo Lithia Water Company, of Buffalo Lithia Springs, Va.

Thirty-line and fifty-line copy for the Maxim Company, burnt leather goods, is being sent to women's publications by E. Everett Smith Advertising Agency, Mutual Life Building, Philadelphia.

The Read Drug & Chemical Company, Baltimore, Md., in the fall and winter campaign for "Gypsy's Gift" preparations, will use thirty inches a week in a list of about 150 papers throughout Pennsylvania, New York, Ohio, Delaware, Maryland and Virginia. The copy will run in ten-inch space c. o. d. Orders for this business are coming through E. Everett Smith Agency.

Southern newspapers are receiving orders from the Massengale Agency for the cigar advertising of the Hershman

Company, Ltd., New Orleans. The same agency is placing also in Southern papers the business of the Purity Extract and Tonic Company, Chattanooga, Tenn.

E. Everett Smith Agency is planning an advertising campaign in the better grade magazines for "Skipper Sardines." Orders for half-pages in the high-class magazines reaching men are being sent out also by this agency for the Commercial Securities Company, Philadelphia.

Orders for page space in the standard magazines generally and to a long list of trade papers are now being sent out by the Frank Presbrey Company for the Dahlstrom Metallic Door Company, Jamestown, N. Y.

Newspapers in the South are receiving orders for space varying from small to page sizes from Frank Seaman Inc. on the Regal Shoe advertising.

Additional mediums are being selected among the standard and trade magazines for the Hyatt Roller Bearing Company, by Frank Presbrey.

The Frank Presbrey Company is also sending out orders for the Wood Mosaic Company, Rochester, N. Y., and for Philip Morris & Co. Space of 112 to 224 lines is being taken in the standard magazines for the former, and for the latter a campaign is in preparation on the advertising of "Morisco," a new cigarette.

Frank Seaman Inc. is preparing plans for The Bauer Chemical Company's "Sanatogen" business. The list of mediums among the standard and other magazines and the newspapers is to be considerably larger than that of last year.

SPHINX CLUB'S FIRST MEETING.

The Sphinx Club will begin the fifteenth year of its existence by giving its first regular dinner of the season and the 109th of the whole series, at the Waldorf-Astoria, Tuesday, October 11, 1910, at 7 p. m. The subject of the discussion will be "The Proposed Institute for Advertising Research."

The principal speaker will be John E. Kennedy, of Baltimore, who will, on the 15th of October, become chief of copy staff of Lord & Thomas, New York. Mr. Kennedy, it is said, will have a statement to make which will be of particular interest to New York newspaper interests.

Arrangements have also been made for from five to ten-minute talks on the Kennedy plan by George H. Perry, advertising and sales manager Gimbel Bros., New York; Len M. Frailey, advertising manager, Joseph Campbell Company, Camden, N. J.; W. H. Ingersoll, advertising manager, Robert H. Ingersoll & Bro., New York; A. W. McCann, advertising manager, Francis H. Leggett & Co., New York; J. N. Gidding, of St. Louis and Duluth.

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To Publishers of Live Advertising Mediums

90 per cent of the 216 advertising agents recognized by the A. N. P. A. and listed in last week's issue are PRINTERS' INK subscribers of record. And it's pretty safe to presume that a majority of the balance are readers, either through our newsstand sales or through some indirect source.

Pick out a dozen—or less—who are placing business you *know* your publication deserves on its merits. What surer, more economical way to get the ear of these very men whom you *must convince*, than through the advertising columns of PRINTERS' INK—the advertising journal read for information and ideas by them? The faith and even pride in PRINTERS' INK that is universal among agents and advertisers can be made to work for your benefit.

Consider these facts in the light of your advertising problems—but don't stop at consideration. *Do* something. If it's only a request for rates, send it along, *now*.

**PRINTERS' INK
PUBLISHING CO.**

NEW YORK TORONTO MONTREAL
CHICAGO ST. LOUIS BOSTON

"IN Canada, we do comparatively little advertising, and that can be handled just as well from here."

THIS from a United States manufacturer who does some business in Canada and wants to do more. Whenever he hears news of Canada's marvelous growth he wonders why his Canadian sales do not show evidence of it.

Some Advertising We Handle

Sunlight Soap
Fry's Cocoa
Pianola
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Sun Fire Insurance
Everitt "Egg"
Coxie's Plymouth Gin
Vapo-Cresolene
Canada Life Assurance
Burnett's Fabrics
Vestal Olive Oil
Regal Lager
Convido Port
Wafer-lite Hats
Northern Electric Rural Telephones
Hine's Brandy
Wire & Cable Company
Melotte Cream Separator
Pedlar People of Oshawa
Nasmith's Bread
"Magi" Mineral Water
Canada Foundry Company
Dryack Cherry
W. G. & R. Collars and Shirts
Rogers' Coal
Mason & Bish Planos
B. & K. Oats
Shiloh's Cure
Montreal Cotton Co. (Moco).
Coleraine Irish Whiskey
Vinolia
M. L. Paints
Tudhope's of Orillia
Truro Condensed Milk Co.
"Ideal" Metal Beds
Polo Polishers
Paterson's Cough Drops
Century Salt
Premier Separators
Dominion Organs and Pianos
City Dairy
Peerless Incubators
Vickar's Loudon Dry Gin
Floorglaze
Dodge Mfg. Co.
Munyon's Remedies
Waketel Hats
Page Wire Fences
Shroeder & Schyster's
Burgundies
Manson Campbell Co.
Canadian General Electric Co.
Belanger's Plows
Semi Ready Clothing
Capitol Farm Implements
Rogers—The Cement Man
Drummond Dairy Supplies
Cockshut Plow Co.
Caverhill's Barley Flakes
Lifebuoy Soap
Canada Poultry Yards
St. Charles Cream

IMPORTANT details are unknown to him or are overlooked—that's the reason. He needs Gibbons' service.

"RESULTS obtained from the advertising you have been doing for our Company in Canada have been good. Our business in Canada has so largely increased * * * I will change our advertising and will adopt some of your methods."

THIS from Mr. John H. Paterson, President of the National Cash Register Co., whose advertising in Canada has for years been done through the J. J. Gibbons organization.

IF there is anything YOU would like to know about advertising in Canada, write

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

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